

Digital Content Development in Asia



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Digital Content and the “New Economy”



- CDO is focused on the possibilities of the digital economy;
- Digital content is a fast-growing and dynamic sector: video games, multi-player on-line games, vlogs, animation, immersive experiences, gamification;
- Digital content does not fit easily within national economic development strategies and policies



Digital Content and Government Policy



- Previous CDO presentation focused on limited Canadian engagement with East Asian digital content market (fastest-growing in the world)
- This presentation looks at Hong Kong, Singapore and Malaysian efforts to develop and promote their digital content sectors.



Hong Kong



- Cyberport – opened in 2004, goal to make HK leading digital content sector,
- Nurture local entrepreneurial excellence in the sector
- Build a digital creative cluster – now 800 firms
- Self financing



Hong Kong Cyberport
Cyberport 1 and 2

數碼港 Cyberport

數碼港 Cyberport Youth 青年

Inspiring the next generation

- Cyberport Digital Tech Internship Programmes
- Cyberport Creative Micro Fund
- Educational Tours
- School Programmes

數碼港 Cyberport Entrepreneurs 創業家

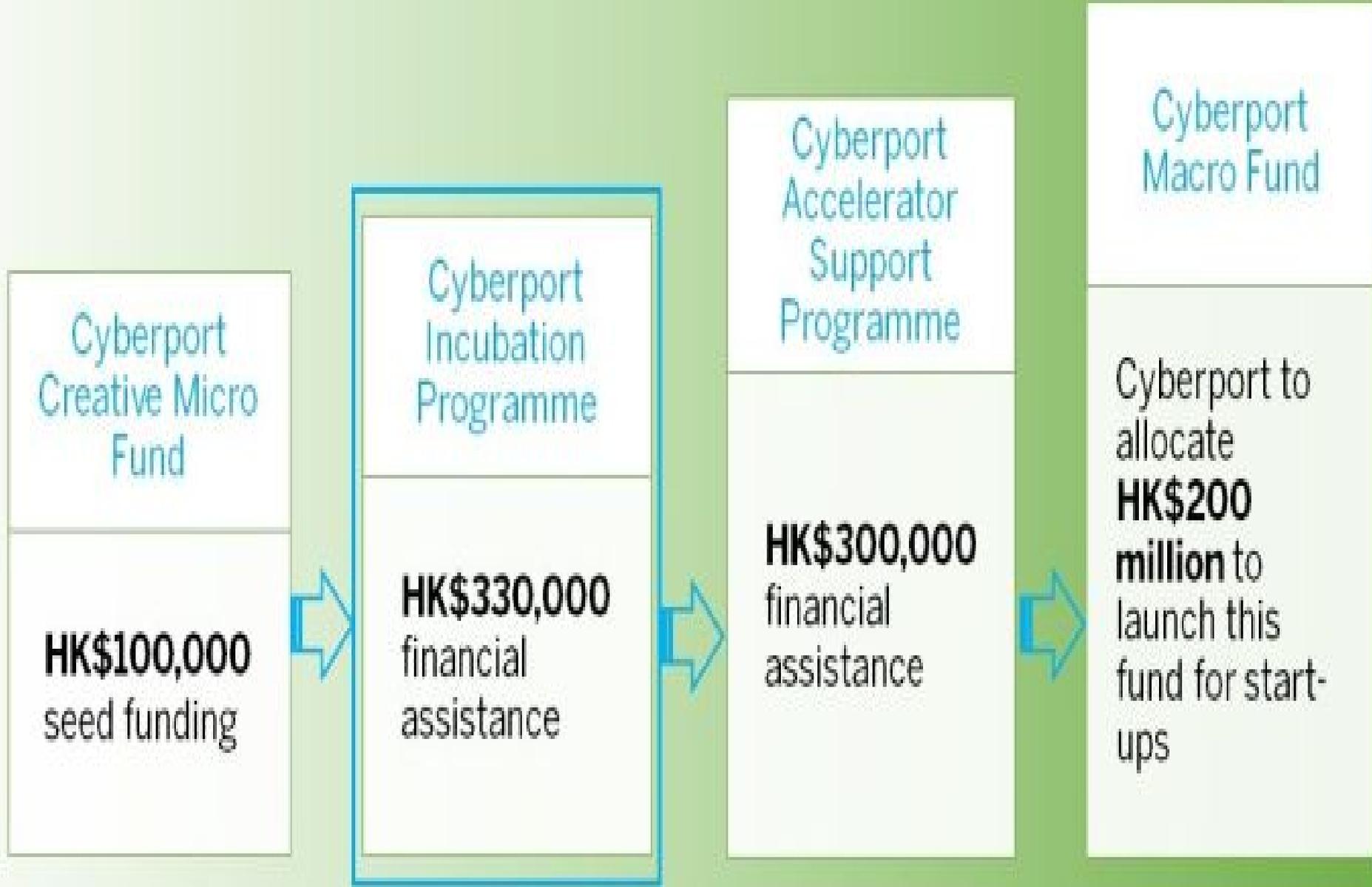
Nurturing the entrepreneurial spirit

- Cyberport Incubation Programme
- Smart-Space community
- Training sessions and seminars for incubatees

數碼港 Cyberport Partners 合作夥伴

Empowering global ambition

- Cyberport Accelerator Support Programme
- International collaboration
- Global digital tech events
- Cyberport Startup Alumni Association



Cyberport Creative Micro Fund

HK\$100,000
seed funding

Cyberport Incubation Programme

HK\$330,000
financial assistance

Cyberport Accelerator Support Programme

HK\$300,000
financial assistance

Cyberport Macro Fund

Cyberport to allocate **HK\$200 million** to launch this fund for start-ups

Singapore



- Series of programs over the last two decades
- Links with universities
- Now Pixel Studios – for serious content developers -sets, training, game testing, seed funding, recording studio



Malaysia

- Role of Multimedia University
- Recruitment of Investment and Talent
- Mac3 – develop talent, pay Malaysian companies to do own creative work, seed funding, training, mentoring



DRIVING MALAYSIA'S DIGITAL ECONOMY

We are now known as Malaysia Digital Economy Corporation (MDEC).

[LEARN MORE ABOUT MDEC](#)

**DIGITAL MALAYSIA: SHAPING THE NATION'S
DIGITAL ECONOMY**

Digital Hubs:Malaysia

ERezeki –
connecting low
income households
to digital income
opportunities

EUsahawan –
training micro
entrepreneurs to
grow their
businesses using
digital technologies



MDEC
DIGITAL Transformation



#YUCCANDUIT™

Pemangkin Pendapatan Digital

DAFTAR SEKARANG!

Lessons



- Great variety of approaches to building the sector (also Korea, Japan, Taiwan)
- Finding success in digital content outside domestic markets is challenging – culture, distribution channels
- Centres to develop and support talent
- Intense links between universities and industry

National Innovation and Digital Content



- National innovation - manufacturing vs. content
- Canada's efforts focus on employment –mainly subsidies for Canadian and foreign firms.
- Less Canadian effort on digital content business development – shows up in government policy, incubators and general business strategies
- Asian countries appreciate the economy-building and business development side of digital content more than North American authorities appear to do.