



### Mr. Francis Gurry

Director General,  
World Intellectual Property Organization

Photo: Emmanuel Berrod

World Intellectual Property Day, which we celebrate each year on April 26, is an opportunity to celebrate the creators and innovators who so enrich our world, and who are at the base of our cultural and technological development. This year our theme for World Intellectual Property Day is Digital Creativity: Culture Reimagined.

Culture has already been reimagined through digital creativity. The whole way in which creative works are produced around the world, the sorts of works that are produced, the way they are distributed, and the way they are consumed or enjoyed worldwide has been reimagined as a consequence of digital technology.

The internet is a world stage. It provides an enormous opportunity for creators. Think of the evolution of the creator across the ages and the way in which creators and performers interact with their audiences. Once this interaction was confined to those who were within immediate earshot of the performance. Now, with the internet, the audience has become potentially the whole world. That is an enormous creative opportunity. It's an enormous cultural opportunity. And it's an enormous economic opportunity. It is this opportunity which we want to celebrate on World Intellectual Property Day in 2016.

On this day, as we celebrate digital creativity across the world, we should also think about how to find the right balance - one which recognizes the importance of creators and innovators to all the progress that we see, culturally and technologically, as a consequence of digital technology.

So please join us on World Intellectual Property Day, whether it's at one of the numerous events that are being held around the world, or by participating through Facebook, Twitter, or other social media. And please join in this challenge of finding the right balance to reward the creators and innovators who enrich our lives, while at the same time ensuring the social benefit of widespread access to their works.



Ms. Ada Leung  
Director of Intellectual Property

## Government promotes IP trading to facilitate cross-sectoral developments in the creative industry

The Internet era is transforming how consumable culture is created, distributed and enjoyed in markets that are expanding far beyond national boundaries. Ever more accessible, digital technologies have swept away physical constraints, placing a world of cross-cultural collaboration at the fingertips of every artist and creator.

"The '24-7' digital environment provides enormous opportunities for creators with lower-cost channels of distribution, promotion and trading," says Ms Ada Leung, Director of Intellectual Property. "The interactive nature of digital platforms and social media also empower communications between creators and markets all around the world, in a faster and easier fashion."

New business models have evolved because of the ever-changing technology. The music industry, for example, adapts to the digital era by offering various forms of online digital services such as apps providing authorised downloading of music and online streaming services.

With more and more worldwide mechanisms developed for online IP trading, IP rights of creators may be protected collectively, and their efforts are recognized and properly paid for in the digital market.

"It is a global trend to leverage the power of digital environment to promote creative industry and IP trading," emphasizes Leung. "Hong Kong as a financial centre and gateway to Asia, with a well-established legal system that offers strong protection for IP, a simple and sound tax system, as well as highly skilled IP practitioners and professionals, is therefore an ideal place for the development of IP trading."

As a current initiative by the Government, various resources and measures have been allocated to promote IP trading in Hong Kong.

On fostering IP intermediary services, the Hong Kong Trade Development Council pioneers the region's largest online IP listings portal, Asia IP Exchange ([www.asiaipex.com](http://www.asiaipex.com)), to facilitate international IP trading, allying with 30 local and overseas strategic partners, and featuring over 25 000 entries of tradable IP rights (including copyright, patents, registered designs and trademarks).



### Mr. Gregory So

Secretary for Commerce and Economic Development



The digital revolution is redefining our society, economy and the way in which we transact business at an unprecedented pace, on an unimaginable scale, and in an extraordinary manner. One major enabler of this change has been the build-out of the broadband infrastructure which, coupled with increases in computing power and storage, provides accessible digital services, facilitates effective and convenient communication, and accelerates the flow of information.

Digitization has a profound impact on many industries and especially those engaged in creating content, for example, arts and crafts, publishing, film, television, music and gaming, by changing the nature of what creators can produce and how they share their works with audiences. The proliferation of social media such as Facebook and YouTube has transformed the cultural landscape of consumers. In addition to providing users with real-time platforms for contact and sharing, they have become vibrant and innovative marketplaces for creators and consumers alike to interact directly and shape the creative content anytime, anywhere.

Indeed, where there is a business will, there is a technology way. The market entries of Google Play Music, iTunes, and Amazon Prime Music are just a few examples illustrating how technology liberates users from the shackles of time, place and device, and diversifies consumer choice. The transformation of Netflix from a mailer of DVDs into a streaming service provider as well as producer of original content deserves a case study. New business models reign supreme.

Back in Asia, a digital example of cultural re-imagining was the launch of the animated version of the renowned painting of the "Riverside Scene at Qingming Festival" at the China Pavilion of World Expo 2010 held in Shanghai, which was later staged in Hong Kong. The piece was praised as a masterpiece of fusion between innovative computer animation technology and Chinese culture.

Another digitization-meets-culture example is an art show entitled "Pure Land - Inside the Mogao Caves" curated by the City University of Hong Kong. Using pioneering virtual reality technology, artists and scientists join forces to bring the artistry inside this UNESCO World Heritage Site at Dunhuang to life through exhibition tours all over the world since 2012.

As always, Hong Kong is one of the trailblazers in this worldwide venture to pursue a knowledge-based digital economy. According to the World Competitiveness Yearbook published by the IMD World Competitiveness Center in Switzerland, Hong Kong has been ranked first globally in technology infrastructure for five consecutive years since 2011. At present, there are over 17 000 Wi-Fi.HK hotspots offering free Wi-Fi services in the territory. To strengthen our digital prowess and capacity, the Government has earmarked \$500 million to progressively expand the coverage of free Wi-Fi services to 34 000 hotspots in 2019, by which time Hong Kong will have one of the highest Wi-Fi densities in the world.

We are also leveraging on the strength of digitization to foster the development of the local creative industries which in turn enrich our cultural life. Projects supported by Create Hong Kong in 2015 speak for themselves. In the "My 10 Most Liked Hong Kong Architecture in the Century" Campaign, Facebook was utilized to help promote the city's architectural heritage. Mobile applications with guided-tour functions were devised to enhance visitors' experience at the exhibition of the "Hong Kong Author of the Year".

The Internet, broadband and the burgeoning of digital creativity have presented us with a host of unseen opportunities in the new world economy. With our well-known ingenuity and versatility, I am confident that Hong Kong people can ride on the wave and scale new heights. Let's join forces and keep Hong Kong in the vanguard!

In addition, the Intellectual Property Department has collaborated with the IP Committee of The Law Society of Hong Kong to launch a pilot scheme to provide free, one-on-one IP consultation for local SMEs, to raise their awareness of IP and assisting them to develop effective IP management and commercialization strategies. The IP Manager Scheme is also launched to help local SMEs to build up their IP manpower capacity and increase competitiveness through IP management and commercialisation.

Ongoing promotion and education efforts are also pursued by the Government to raise public awareness on IP and promote anti-internet piracy, including a web-based teaching kit - IP Interactive Zone, the "Creativity, Entrepreneurship and Intellectual Property" talk series, the "I Pledge" campaign and the recent launch of promotion video on "Support Creativity, Respect Copyright".

"It is encouraging to note that a great majority of the public have responded positively to the work of protecting IP rights," says Leung. "The trend bodes well for the future of the creative industry."

## Interactive Drama

IPD launched the Interactive Drama Programme in 2009 to promote the awareness on the effects of Internet infringement and the respect for creativity, originality and intellectual property rights to primary and secondary students in an interesting and interactive way.



The song went viral in an instant after she uploaded it onto her Xanga and cmidi.com, a music forum.

"Internet can transcend boundaries and knows no bounds. Thus, music can spread very far and grow very fast," observes

## Don't take music for granted!

In 2005, back in the days when Youtube was not as prevalent, Hong Kong singer-songwriter Jackie Chan Hiu Ki (also known as KellyJackie) became famous at the early age of 16 with her song "He invites me to Disneyland".

KellyJackie. "However, when music becomes easily accessible through the Internet, have we started to take it for granted?"

No longer combating CD piracy, the music industry is now facing unauthorized music download, and the latest trend of music streaming service. KellyJackie points out that the industry is consumer-driven; with sales of CD going down, artists are adapting to the changing forms of music. Yet, music is never 'free'.

"When you are enjoying music for free, some parties are paying the 'price'," says she. "That's something we should reflect on."

She also expresses concern that the market is opting for quantity at the expense of quality. "Creating music becomes easier with technology, but good quality music still takes time

to produce. With more power in enjoying and creating music comes greater responsibility to safeguard originality and quality."

On protecting music creations, KellyJackie says artists can look to The Composers and Authors Society of Hong Kong (CASH). "CASH is doing an amazing job in combating online music piracy, but it is imperative that we nurture a culture of music appreciation and respect towards music creators in the community," emphasizes KellyJackie. "Only with protection, appreciation and recognition will music creators' passion be upheld, thereby propelling the music industry forward."

## Digital media and licensing pave the way for business collaborations

Started in December 2013, Chiilaku Limited is a character development company in Hong Kong, which specializes in design and promotion of original

realistic or satirical, the characteristics of our characters are pure, positive and approachable, in a cute, colorful Japanese style, giving people a light-hearted feeling. As such, they can blend into any circumstances and empathize with more people, especially ladies."

The company produces different designed products with their characters like bags, stationery and mobile accessories, and welcomes an array of business projects, such as pop-up café, event decoration for shopping mall and media promotion, with product and brand licensing. Some of their significant collaborations include working with LINE for LINE stickers, and being Yahoo! Style Hong Kong's columnist, with weekly comic strips on health and beauty, as well as the recent crossover project with local pop singer.

"Digital media allows us to reach a broader audience.

Compared to a decade ago, cartoon characters have more exposure and register a faster growth nowadays. Social media marketing is also a cost-effective method, as it helps us narrow down our target audience," notes Chan.

Chan underlines the importance of licensing and copyright in facilitating commercial business development and growth of the creative industry. "Hong Kong has an excellent system for IP rights and protection, and with adequate promotion and education on IP knowledge, it is an ideal place for design start-ups."

Chan also emphasizes that with IP trading, they are exploring overseas markets like Singapore and Malaysia for more business collaborations.



friend, constantly posting stories on Xanga.

In publishing his writings on the Internet, Lwoavie thinks that there are more pros than cons. "With the extensive reach

## A boom in new media is a boon to the writer

Known for his popular sequels of mystery novels - Apper and Killer - Ray Leung (also known as Lwoavie) is one of the up-and-coming, best-selling authors in Hong Kong. With a passion for writing, he started off as an online writer with his

of the Internet and the rapid growth of the social network, my writings could achieve a much wider readership. It also gives me more platforms to share my ideas," he explains. "The only caveat is with the sea of online information, readers tend to skim through or skip anything that is not 'attractive' at first glance."

He points out that writers these days no longer need to submit their articles to publishers; it is the other way round with publishers seeking authors online in terms of popularity. This means the general public decides whose materials will get published, giving everyone a fair chance.

Stepping out of paper, Lwoavie actualized the Timeless Café in his book, and pioneered an interactive book app in 2009. "Personally, I like paper book, but reading from a

phone is more convenient, especially for a fast-paced society like Hong Kong. You seldom see people holding a book, but always a phone, so I took that into account and created the app," says Lwoavie. When asked if book apps would affect the sales volume of paper books, he says it works out as a win-win situation.

"Referencing and new creation should be encouraged; however, copying is quite another story," emphasizes Lwoavie. "We can emphasize our originality and authenticity by building up a reputation and a signature writing style, so that people will recognize and acknowledge your works." To support writers, he suggests sharing of royalties with writers for library book loans.

## IP in Action

### Website:

Intellectual Property Department - [www.ipd.gov.hk](http://www.ipd.gov.hk)

Intellectual Property Trading - [www.ip.gov.hk](http://www.ip.gov.hk)

World Intellectual Property Day - [www.wipo.int/ip-outreach/en/ipday](http://www.wipo.int/ip-outreach/en/ipday)

## "I Pledge" Campaign

Over 30 local bands took part in the "I Pledge" Live Band Festival 2016 at the Hong Kong Culture Centre Plaza on 5 March 2016 to show a variety of band performance which attracted over 2,000 audiences.



## "No Fakes Pledge" Shop Search

A mobile application tool developed by IPD to facilitate tourists and consumers searching of shop information of all participating retail merchants of the "No Fakes Pledge" Scheme.

