

Digital Entertainment Summit 2018

Date	: 21 March 2018 (Wednesday)
Time	: 14:00 – 16:00
Venue	: Starlight Theatre, Hall 1, Hong Kong Convention and Exhibition Centre
Co-organisers	: Hong Kong Trade Development Council Hong Kong Digital Entertainment Association
Sponsor:	: Create Hong Kong of the Government of the Hong Kong Special Administrative Region
Languages	: English, Japanese and Korean (with simultaneous interpretation)

Introduction:

The summit includes two parts. In the first part, Japanese animator Shuzo John Shiota is invited to share his experiences in the production of animation films and games. Shuzo has spearheaded efforts to cultivate Polygon's overseas presence. His producer credits include award-winning short subjects "Crocotires: traction AAA," "Polygon Family 2 and "Boneheads", a 7 minute short for Nickelodeon. He is also the recipient of the 39th Annual Daytime Entertainment Creative Arts Emmy Awards for his contributions to the TV series, "Transformers Prime" as its Executive Producer.

The second part of the summit focuses on the opportunities for monetising live-streaming. In view of advancements in personal mobile devices and Internet technology, live webcast has become a fad in recent years. Live-streaming platforms mushroom in all parts of the world, while large social websites also provide live webcast functions. In what ways can the entertainment industry seize the new opportunities brought by the fad? Operators of a number of live-streaming platforms are invited to analyse this new mode of business.

Time	Programme
13:30 – 14:00	Registration
14:00 – 14:30	<u>Part 1: Sharing by Producer</u> Moderator: Mr Takafumi Yuki , International Alliance Officer, Tokyo Broadcasting System Holdings, INC. Speaker(s): Mr Shuzo John Shiota , President / CEO / Executive Producer, Polygon Picture Inc.

14:30 –16:00	<p><u>Part 2: Monetising Live-streaming</u></p> <p>Moderator: Ms Amy Jo Smith, President & CEO, DEG: The Digital Entertainment Group</p> <p>Panellists (in alphabetical order):</p> <ul style="list-style-type: none"> • Mr Kim Joonhoo, Leader, Creator Biz TF, NAVER • Ms Akiko Matsumoto, PR General Manager, KADOKAWA DWANGO Corp. • Mr Pakking Tse, PR & Marketing Manager, Asia Innovations HK Ltd
End	

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