



Asia's Largest Entertainment Market

The 23rd Hong Kong International Film & TV Market (FILMART)
18-21 March 2019
Hong Kong Convention and Exhibition Centre

Fair Report



Organised by Hong Kong Trade Development Council (HKTDC), FILMART has poised itself as the premium marketplace for cross-media and cross-industry platform for the entertainment business. The long-standing exhibition covers various aspects along the value chain which includes distribution, production, post-production, TV, documentary, digital entertainment, film financing, film & broadcasting equipment and also location shooting services.

BIGGER GROWTH AND HIGHER INTERNATIONALITY

FILMART's international flavour was well reflected in the fair figures:

- **888 exhibitors** from **35 countries and regions**
- A total number of **47 group pavilions** from 20 countries and regions, including new pavilions from **Italy and Korea**
- **Strong Chinese presence** with 264 exhibitors including **new pavilions from Jiangsu, Xiamen and Hengdian** and major players such as **CCTV, Tencent, Huace, Mango TV, iQiyi and Linmon Pictures**
- Other returning pavilions from around the world:
 - **Asia:** Cambodia, India, Japan, Korea, Malaysia, Macau, the Philippines, Singapore, Taiwan, Thailand and Vietnam
 - **Europe:** EU, France, Russia, United Kingdom
 - **US and Canada**
- **Close to 9,000 visitors** from **52 countries and regions** attended the market



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- Substantial **growth in number of visitors** was recorded in Asian countries and regions including the **Philippines, India, Indonesia and Vietnam**
- An increasing number of buyers from **Over-the-top platforms (OTT)** has been recorded, including **Netflix, Iflix, Astro, Viu TV, Iqiyi and Viki.**

SPRINGBOARD TO THE LUCRATIVE MAINLAND CHINA MARKET



Guangdong Pavilion

Located in Hong Kong, FILMART serves as a bridge between the East and the West. As the springboard to success, FILMART provides an excellent platform for industry players to tap on the gigantic market of the Chinese mainland.



Hangzhou Pavilion

On the other hand, our platform also serves as the place for Chinese filmmakers, televisioners and animation industry players to promote their productions to buyers from both mature and emerging markets, especially from Asia.

This year, we were very proud to have **260+ Chinese exhibitors**, with new group pavilions from Jiangsu and Hengdian, and repeated participation from our partners such as **China International TV Corporation(CCTV), National Foreign Culture Trade Base, Capital Radio & TV Program Producers Association** and also group pavilions from **Beijing, Chongqing, Guangdong, Hangzhou, Hunan, Fujian, Ningbo, Sichuan, Shandong, Shanghai and Xiamen.**



Ningbo Pavilion

Jiangsu & Hangdian Pavilion



Fujian Pavilion



Hunan Pavilion



Shanghai-Youhug



Xiamen Pavilion



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YOUR ONE-STOP PLATFORM FOR EVERYTHING

FILMART features a one-stop-shop concept to host various elements of the industry under one roof. Apart from film production and distribution, there were a significant number of participants related to TV, digital entertainment and documentary under the following thematic zones:

TV WORLD 電視世界

TV has been a significant sector of FILMART. Jointly organised by the HKTDC and the Hong Kong Televisioners Association, we take pride for having FILMART as the prime trading platform for the TV

industry. With its success in its debut in 2007, **TV World took over 440 exhibiting companies** with TV-related businesses in 2019, which included **134 TV stations** from all around the world, such as:

Hong Kong:	TVB, ViuTV, RTHK, Open TV, Phoenix TV
Mainland China:	CCTV, Guangdong Radio and Television Station, Shenzhen Media Group, SMG, Mango Entertainment
Taiwan:	CTI Television, Eastern Broadcasting
Japan:	NHK, TBS, Fuji, TV Asahi and 30+ TV stations
Korea:	SBS, MBC, KBS, Arirang TV, JTBC, Chosun, Channel A
Indonesia:	MNC
Singapore:	HBO, Mediacorp TV Singapore Pte Ltd
The Philippines:	ABS-CBN, GMA
Thailand:	BEC World Public Co Ltd
Europe:	STUDIOCANAL(France), Yle (Finland), Deutsche Welle (Germany), TVP(Poland), FILM.UA GROUP(Ukraine)
Rest of the World:	Caracol TV(Colombia)

In addition to substantial presence of the TV sector, TV World 2019 International Forum was also organised to explore business opportunities for TV industry players.





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DIGITAL ENTERTAINMENT WORLD

數碼娛樂世界

The highly acclaimed **Digital Entertainment World** returned with remarkable results. There were **330+** exhibitors from **Cambodia, Canada, Hong Kong, France, Germany, India, Italy Japan, Korea, Mainland China, Malaysia, the Philippines, Russia, Singapore, Taiwan, Thailand, Ukraine, UK and USA** specialising in animation, digital effect, computer graphic, digital post-production and digital marketing.

In 2019, there was a remarkable growth in the number of **animation** exhibitors, which were mainly brought by the **Korea Manhwa Contents Agency and Mainland China's Hunan and Jiangsu pavilions**.

65% exhibitors in the Hong Kong Animation & Digital Entertainment Pavilion had the background of animation production, which underscored the potential of local young talents.

To facilitate industry's development and foster business opportunities, **Digital Entertainment Summit** and **the Animation Conference** featuring speakers from Huayi Brothers Wink Animation, Guru Studio and iQiyi were organised to discuss the latest industry opportunities.





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DOC WORLD 紀錄片世界

Doc World was launched in 2018 to highlight the presence of documentary in FILMART. Together with independent production companies from **Canada, Cambodia, France,**

Hong Kong, Italy, Japan, Korea, Mainland China and Taiwan as well as national channels including Deutsche Welle (Germany) and Yle (Finland), a total of 290+ exhibitors showcased their latest productions in Doc World.

To further highlight the theme and provide networking opportunities to the industry players, a thematic seminar, featuring speakers from **First Hand Films, BBC Studios and Tencent Penguin.** and market screenings were also held during FILMART.



GLOBAL FILMING SUPPORT 環球拍攝支援

Global Filming Support zone continued in 2019 to provide location services to the visitors.

21 exhibitors from eight countries and regions, including **Hengdian**, one of the

biggest shooting studio in Mainland China and other locations from **France, Hungary, Indonesia, Japan and Taiwan** showcased their unique spots and exclusive incentives and offers, including but not limited to tax rebate, insurance, allowance and talent support.





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ASIA'S MOST INFLUENTIAL KNOWLEDGE-SHARING PLATFORM

A total of **14** thematic conferences attracted close to **2,400 attendees** in four days.

The debut series titled **"Insights with Industry Leaders"**, featuring top leaders from media giants, were launched in FILMART 2019.



Mr Jonathan Spink

Chief Executive Officer



Dr Gong Yu

Founder and CEO



Mr Jim Packer

President

Worldwide TV and Digital Distribution



Mr Sean Park

Marketing Director

YouTube International Markets





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Other conferences included:

Innovation and Tech

- How Blockchain is Shaping the Future of Entertainment
- VR and AR: The Latest Application in Entertainment

Content Development

- Global Appetite for Asia's OTT Platforms
- Documentaries: Why does your story matter?

Market-focused

- Will the new Chinese-foreign alliances shape the world animation industry?
- TV World 2019 – Opening Ceremony cum International Forum Greater Bay Area: golden opportunity to spearhead Film – TV business
- HKAMF Business Forum 2019: Greater Bay Area — New Business Opportunities for Cantopop
- Sharing by Hong Kong Filmmakers

Moreover, **over 60 networking events, awards presentation** and various **exhibitors-led press conferences** were held to render participants extra networking opportunities. All these events allowed both exhibitors and visitors to mingle during the busy schedule at FILMART.





MARKET SCREENING

MARKET SCREENING 試映會

Over **300 screenings** and over **100 World & International Premieres** were launched at FILMART's Market Screenings which took place at onsite venues in HKCEC and Hong Kong Art Centre's Cinema. These screenings covered a wide range of genres from around the globe.

An **Online Catch-Up Screening service** to allow exhibitors to stream their content for two months was launched for the first time.

HKIFF Industry Screenings @ FILMART (HIS)

HKTDC continued to collaborate with the Hong Kong International Film Festival Society (HKIFFS) this year to stage the HKIFF Industry Screenings (HIS) at FILMART.

HIS, as a special screening feature at FILMART, brought new energy to the market by featuring the latest distinguished productions from Asia. This year, 33 films were screened, inspiring attendees with an appetite of Asian movies, such as "The Attorney" and "Still Human" from Hong Kong, "A First Farewell" from Mainland China and "We Are Little Zombies" from Japan.





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HONG KONG – ASIA FILM FINANCING FORUM



Hong Kong – Asia Film Financing Forum
香港亞洲電影投資會

HAF, organised by the Hong Kong International Film Festival Society (HKIFFS) and co-organised by HKTDC and the Hong Kong Motion Picture Industry Association (MPIA), serves as a match-making platform for the film industry, helping commercially viable and promising film projects in Hong Kong and Asia locate financial and business support through co-productions or joint ventures.

Business Meetings

Throughout the years, HAF has become one of the leading film-financing hubs in Asia held concurrently with FILMART. This year, over **1,100 guests** registered with HAF over the three days. **Over 1,000 private business meetings and individual media interviews** were arranged between financiers, industry delegates, media and filmmakers of the **42 selected film projects**; among which **23 of them (HAF Projects)** were projects in the early stage of development looking for financing and production partners and **19 of them (WIP Fiction and WIP Doc)** were projects in the later stage of development seeking post-production funds and sales agents.



Pitching Sessions



Work-in-Progress (WIP) Open Pitch Sessions and **Operation Greenlight Pitching Session** were held in FILMART 2019.

With the purpose to secure post-production funds, sales agents and film festival supports, nine documentary and 10 fiction film WIP projects were presented in the two-day presentation, which received overwhelming response with full

attendance.

Hong Kong filmmakers from four promising projects presented their debut feature film projects to leading industry representatives at the "Operation Greenlight" pitching session.



STATISTICALLY PROVEN POPULARITY

Over its twentieth-year of history, FILMART has grown from strength to strength, which is well reflected in its exhibitor and visitor numbers. Together with other concurrent events, FILMART continues to serve as the industry's premier trading platform and Asia's largest entertainment market.

Exhibitors

<u>Origin of Countries / Regions</u>	<u>No. of Exhibitors</u>
<i>Local</i>	102
<i>Overseas</i>	786
Total:	888
	<i>From 35 countries and regions</i>

Visitors

<u>Origin of Countries / Regions</u>	<u>No. of Visitors</u>
<i>Local</i>	3,693
<i>Overseas</i>	5,185
Total	8,878
	<i>From 52 countries and regions</i>

The 24th edition of FILMART will be held from

25-28 March 2020

at the Hong Kong Convention and Exhibition Centre.

See you there!