

MEDIA & ENTERTAINMENT

“ Hong Kong’s business and local capabilities reach beyond the region to the Greater Bay Area and throughout Asia, creating a truly global marketplace. Hong Kong is the ideal connector, offering increased coverage and easy accessibility for our global clients.”

Nick Francis
CEO, Casual

Hong Kong Advantages and Opportunities

Established Media and Entertainment Industry

Hong Kong is an entertainment hub with a long history of film, television and music production, supported by the presence of major media companies, production studios and event organisers. Its tech-savvy population and excellent information and communication technology (ICT) infrastructure act as a catalyst towards a technology-driven media and entertainment ecosystem.

Mega Event Economy

Hong Kong is the Events Capital of Asia and a premier hub for mega events, leveraging initiatives such as the Mega Arts and Cultural Events Fund and the “M” Mark System. The large-scale sports, culture and arts events elevate the city’s global visibility. The opening of the Kai Tak Sports Park in 2025 further enhances Hong Kong as a dynamic hub for live entertainment and sports.

Gateway to Mainland China

As one of the Asia-Pacific’s major centers for film and television production, Hong Kong partners closely with Mainland China, boasting 60 out of 77 approved film co-productions in 2023. The city serves as a strategic gateway for local and international entertainment ventures in the booming Greater Bay Area in China.

Super Connector to International Market

The strong ties of Hong Kong with Asian markets, as well as connections to Europe and North America, open up opportunities for international collaborations, co-productions, and distribution partnerships. FILMART, Asia’s largest film and content marketplace, attracted over 750 exhibitors from nearly 30 countries and thousands of visitors in 2024.

Creative Talents

Hong Kong has a large pool of agile, skilled and multi-lingual creative professionals with a vibrant blend of eastern aesthetics and international flair. The creative talents from various fields including film, music, event management provide a strong content creation base for entertainment businesses.

Liberal Media Environment with Strong IP Protection

Hong Kong is a free and open society, where the rule of law is upheld by an independent judiciary. Its rich media landscape, with strong intellectual property protection and free flow of information, comprises approximately 90 daily newspapers, 376 periodicals, and over 700 local and overseas television channels in various languages, including major global OTT streaming platforms (including Netflix, Disney+, Apple TV+ and HBO Go).

Kai Tak Sports Park: An Asian Hub of Entertainment and Sports

New state-of-the-art, multi-purpose sports and entertainment complex that comprises world-class facilities, retail, wellness and community leisure space.

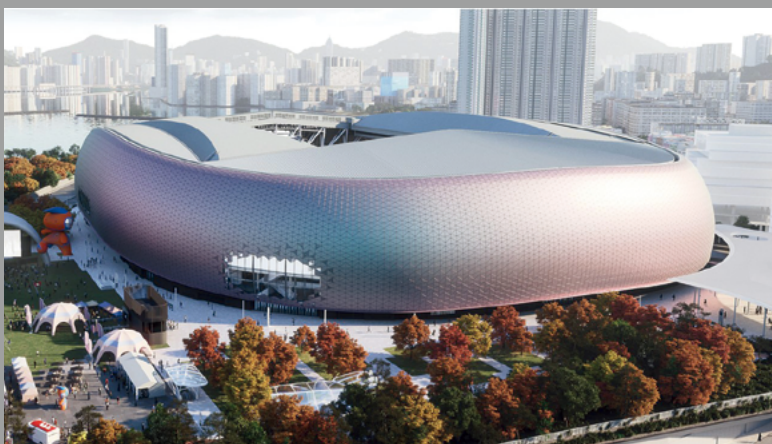


Image credits: Kai Tak Sports Park



InvestHK

The Government of the Hong Kong Special Administrative Region
of the People’s Republic of China

Building Hong Kong as the “Oriental Hollywood”

Digital Domain, the Oscar award-winning VFX studio from Hollywood, is establishing its Research & Development (R&D) centre at Hong Kong Science Park to shape the future of digital entertainment.

Hong Kong's unique position as a global innovation and technology (I&T) hub, combined with its vibrant creative industries, has attracted the leading Hollywood VFX studio Digital Domain to establish its Research & Development centre in the city. The new R&D centre will advance the creative frontier through uniting cutting-edge technology in different aspects, including the development of advanced AI-driven virtual human technology, and utilising AI technology in visual effects and 3D asset-based video production.

“Hong Kong has positioned itself from originally being an international financial centre to becoming more of a world-class technology hub and international centre for cultural exchanges. We are so lucky that we are in perfect timing to cooperate with the Hong Kong government,” said Daniel Seah, CEO of Digital Domain. “This is a great beginning as we set up our R&D centre in Hong Kong, allowing us to embrace the amazing Hong Kong market.”

Over the years, we have witnessed Benjamin Button's journey aging in reverse in “The Curious Case of Benjamin Button”, or superheroes fighting villains from far across the universe in the Marvel series. What you might not know is that the breathtaking visual effects we saw in some of the greatest movies are the result of the effort and time put in by Digital Domain, an Oscar award-winning VFX studio.

Founded in 1993, Digital Domain has been an industry leader in producing visual effects for hundreds of blockbuster films and TV series, commercials, game visuals, as well as experimental and immersive experiences. By combining with deep learning and virtual reality technologies, Digital Domain has iterated the construction process of AI virtual humans to create digital characters with emotional expressiveness and interactive capabilities. By driving the development of “Made in Hong Kong” films, Digital Domain aims to further strengthen Hong Kong's status as the “Oriental Hollywood”. Powered by its leading advantage in motion-capture databases and AI technology, the studio envisions broader applications of AI virtual humans in other sectors, from Hong Kong's film industry to education, banking, elderly care, and tourism.

Hong Kong, an Innovative Hub for Digital Entertainment

According to Seah, the presence of top local universities and their abundant resources in technology development played a key role in the decision to establish a presence in Hong Kong. “There are five universities in Hong Kong listed among the top 100 globally, which is why we believe we have the advantage of partnering with the Hong Kong government and universities to create a unique technology development roadmap.”



He added, “We are currently working on a few research projects with local universities. One of our intentions is to transfer those digital assets, including virtual humans, motion capture assets etc., from Hollywood to Hong Kong. By deploying the right resources and partnering with local universities, we start our journey by labeling those assets, followed by proper training of our AI model. Eventually, we will be able to use text to generate 3D models, marking a brand new chapter for Generative AI.”

“This is a great beginning as we set up our R&D center in Hong Kong. On behalf of Digital Domain, I want to give a special thanks to Invest Hong Kong, who partnered with us from the very beginning and opened doors for us. I hope we can continue to partner together in this creative and innovative journey,” concluded Seah.

Digital Domain

- Digital Domain was founded in Los Angeles, CA, United States and is listed in Hong Kong. Digital Domain maintains operations in multiple cities, including Hong Kong, Los Angeles, Vancouver, Montreal, Beijing, Shanghai, Hyderabad, and more
- The company plans to invest approximately HK\$204 million by the end of 2029 and to recruit and develop over 40 professional talent

www.digitaldomain.com

“ Establishing our R&D center in Hong Kong and collaborating with the government, universities, and talented individuals is essential to Digital Domain’s commitment to creating a unique technology development roadmap. ”

Daniel Seah
CEO
Digital Domain

Hong Kong Fuels **Global Sport, Music and Entertainment Firm's** Expansion across Asia

Wasserman is tapping into the lucrative creative industry and mega event economy.



“**Hong Kong is a perfect gateway to Mainland China and Southeast Asia. Our Hong Kong and Mainland China teams help Chinese brands gain international exposure and global brands build their presence throughout Asia.**”

Lesley Murphy
Co-Regional Director, Asia
Wasserman

Wasserman operates in more than 67 cities across the globe. Eyeing Hong Kong's flourishing market, the sports, music, entertainment and culture business acquired CSM Sport & Entertainment (CSM), which had an established presence in the city since 2010, and subsequently set up its regional headquarters in Hong Kong in 2024. The regional base positions Wasserman to better serve its growing client base by connecting their passion and capitalise on the city's vibrant creative industry ecosystem.

Appetite for Mega Events

Vicky Stickland and Lesley Murphy are Wasserman's Co-Regional Directors, Asia, and proud to be heading a women-led agency – rare in Asia's sports industry. Widely engaged in the large-scale sport events and closely collaborated with the commercial clients, both are keen to explore what the mega event economy means to their business. “More events mean more opportunities for us to support them,” said Murphy. Stickland acknowledged that while the pandemic pivoted Wasserman's work further into the digital realm, the public's appetite for live events has since increased. “The return of Hong Kong Sevens post-COVID 19 was a great example of this,” she noted. “Nothing beats live connections.”

The seamless transition from CSM to Wasserman earlier this year meant that business continues as usual in its Hong Kong, Singapore and Guangzhou offices. “Hong Kong is a perfect gateway to

Mainland China and Southeast Asia. Our Hong Kong and Mainland China teams help Chinese brands gain international exposure and global brands build their presence throughout Asia,” stated Murphy. The Guangdong-Hong Kong-Macao Greater Bay Area and Macao, with their flourishing entertainment markets, are a key area of focus for Wasserman's ambitious growth plans in the region.

Deep Talent Pool Elevates Sports and Cultural Events

The growth of Wasserman's staff members from more than 1,000 to over 3,000 worldwide following the CSM acquisition, equates to a wider net for talent: more clients to represent and more staff members to service them. “Hong Kong people's language skills are a huge plus as half of our team is trilingual,” Stickland revealed. “We seek a variety of skill sets as different ways of thinking are necessary for creative businesses. It's about having the right balance between local and international talent. We are passionate about sport, music and entertainment: we really believe in their power and we want people to bring this kind of energy to the table.” The Hong Kong office, since the acquisition in 2023, has expanded its team size by 20%.

The buzz surrounding Kai Tak Sports Park promises a new level of excitement not only for Wasserman but Hong Kong sports on the whole. “It will open up more opportunities to engage,” Stickland noted. “The scale of the

park is very impressive and demonstrates the size of the opportunities for sport and cultural events.” Murphy added, “And that benefits and empowers sports participation at community-based levels.”

After calling Hong Kong home for many years, both feel that its plethora of entrepreneurs and welcoming business community make it ideal for Wasserman. “Work life balance is important to us,” explained Stickland. “Hong Kong is the perfect playground that lets us enjoy life and live what we do for work, which then makes us better at our jobs.”

Wasserman

- The agency has a presence in more than 67 cities across the globe, including New York, London, Abu Dhabi, Amsterdam, Hong Kong, Madrid, Paris and Sydney
- Following its successful acquisition of CSM Sport & Entertainment, Wasserman expanded into Hong Kong, with its office serving as the company's regional headquarters and employing a team of 15 staff members

 [teamwass.com](https://www.teamwass.com)

Case Studies

“Hong Kong serves as a bridge between the Western world and China. It has unique benefits: good infrastructure, international banking and lots of information exchange between the West and China.”

Alan Lam
Vice-President Asia Pacific
disguise



“As Asia’s creative capital, Hong Kong is where art meets tech. In the next few years, Hong Kong’s focus on culture, art, and technology, in conjunction with the GBA development, will bring great opportunities to our business and the creative industry altogether.”

Yangbin Wang
Chairman
Vobile Group



“Hong Kong is also the perfect gateway to Asia — its proximity to other emerging Asian economies, wide use of English, and diverse, multicultural population makes it a natural fit for Jumpstart’s regional headquarters.”

James Kwan
Executive Chairman
Jumpstart Media



Government Funding Scheme and Support

Film Development Fund

Support projects conducive to the long-term development of the film industry in Hong Kong with different schemes and initiatives, such as “Hong Kong-Europe-Asian Film Collaboration Funding Scheme”, “Film Financing Scheme for Mainland Market” and “Film Production Financing Scheme”
fdc.gov.hk/en/applications.php

Mega Arts and Cultural Events Fund

Attract and support international and large-scale arts and cultural events to be held in Hong Kong
cstb.gov.hk/en/councils-boards-and-committees/mega-arts-and-cultural-events-committee.html

“M” Mark Event and Major Sports Event

Supported and funded by HKSAR government: The former focuses on specific international events with the iconic “M” Mark, while the latter encompasses a broader range of significant sporting occasions in Hong Kong
mevents.org.hk/en/index.php

Hong Kong Tourism Board

Pivotal in establishing Hong Kong as Asia’s top destination for mega events, which it offers first point of contact for event organisers, from professional advice to coordinating with relevant authorities and event promotion
discoverhongkong.com/eng/what-s-new/events/mega-events.html

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Useful Links

Asia Video Industry Association
avia.org

Cultural and Creative Industries Development Agency
ccidahk.gov.hk

Cyberport
cyberport.hk

Entertainment Expo Hong Kong
eexpohk.com

Hong Kong Film Development Council
fdc.gov.hk

Hong Kong International Film & TV Market (FILMART)
hktdc.com/hkfilmart

Hong Kong Trade Development Council
hktdc.com

Kai Tak Sports Park
kaitaksportspark.hk

Office for Film, Newspaper and Article Administration
ofnaa.gov.hk

Office of the Communications Authority
ofca.gov.hk

Shaw Creative Hub
shawcreativehub.hk

Invest Hong Kong is the department of the Hong Kong Special Administrative Region (HKSAR) Government responsible for attracting Foreign Direct Investment, supporting overseas and Mainland businesses to set up and expand in Hong Kong. We partner with clients on a long-term basis and are available at any stage of their business development process.

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