



H K D E A
香港數碼娛樂協會

香港數碼娛樂 發展

Gabriel Nov 2022

Hong Kong Digital Entertainment Association

Digital Effects - Animation - Game - Education

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Digital Effects - Animation - Game - Education

香港數碼娛樂協會
H K D E A

數碼娛樂=打機？

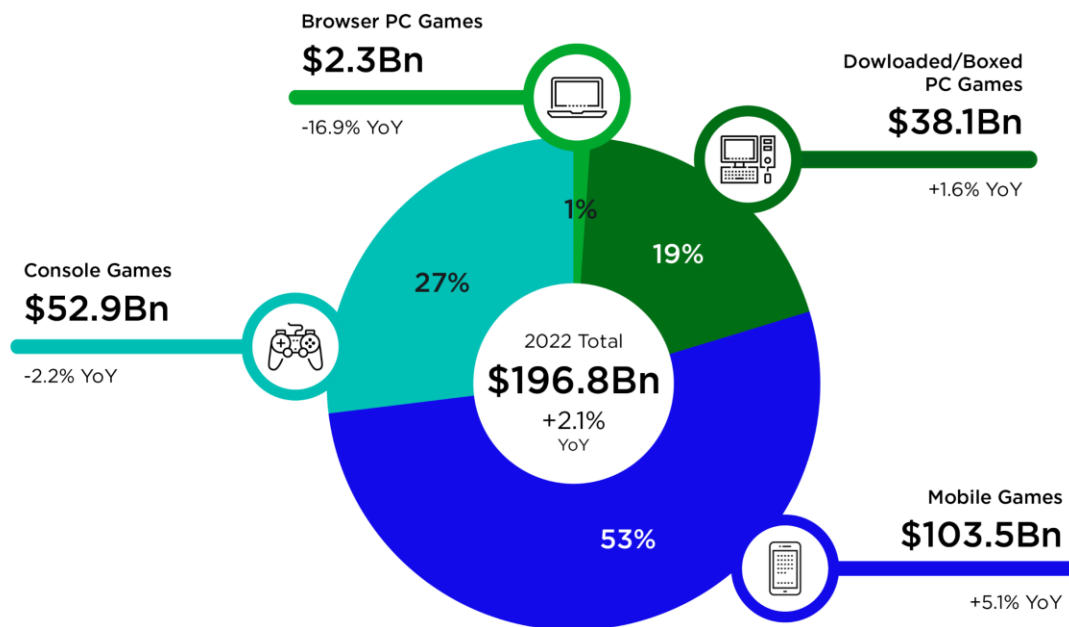
- 遊戲及娛樂軟件
- 動畫
- 電影特效
- 互動設計
- 電競
- P2E? NFT?





2022 Global Games Market

Per Segment With Year-on-Year Growth Rates



Source: ©Newzoo | Global Games Market Report | July 2022
newzoo.com/globalgamesreport

\$103.5Bn

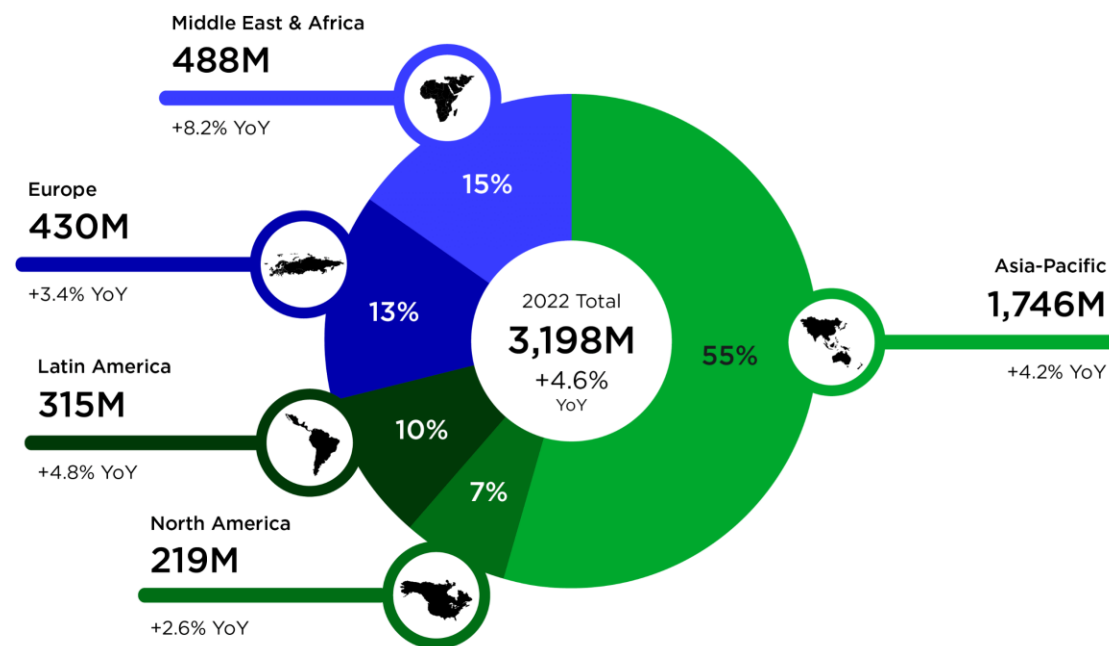
Mobile game revenues in 2022 will account for 53% of the global market

Our revenues encompass consumer spending on games: physical and digital full-game copies, in-game spending, and subscription services like Xbox Game Pass. Mobile revenues exclude advertising. Our estimates exclude taxes, secondhand trade or secondary markets, advertising revenues earned in and around games, console and peripheral hardware, B2B services, and the online gambling and betting industry.



2022 Global Players

Per Region With Year-on-Year Growth Rates



55%

of global players are in **Asia-Pacific**, and the region still houses some of the fastest-growing markets worldwide

Source: ©Newzoo | Global Games Market Report | July 2022
newzoo.com/globalgamesreport

Definition of players: anyone who has played games on PC, console, or mobile device in the last six months.

軟件

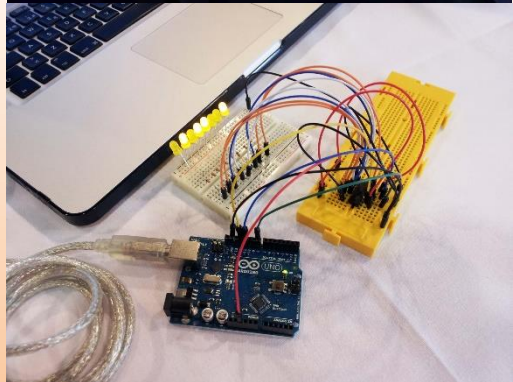
- Computer Science
- Computer Engineering
- Creative Arts/Media

Unity



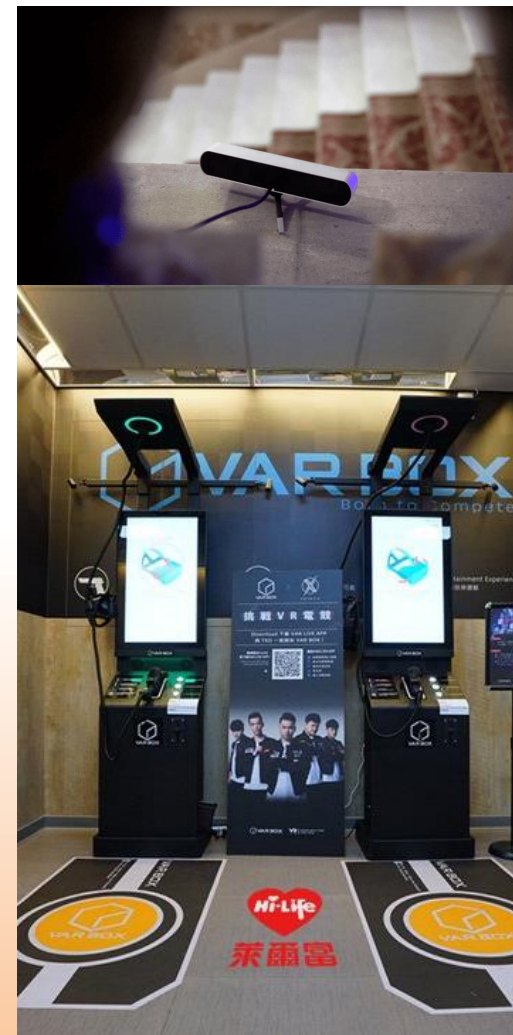
Unreal



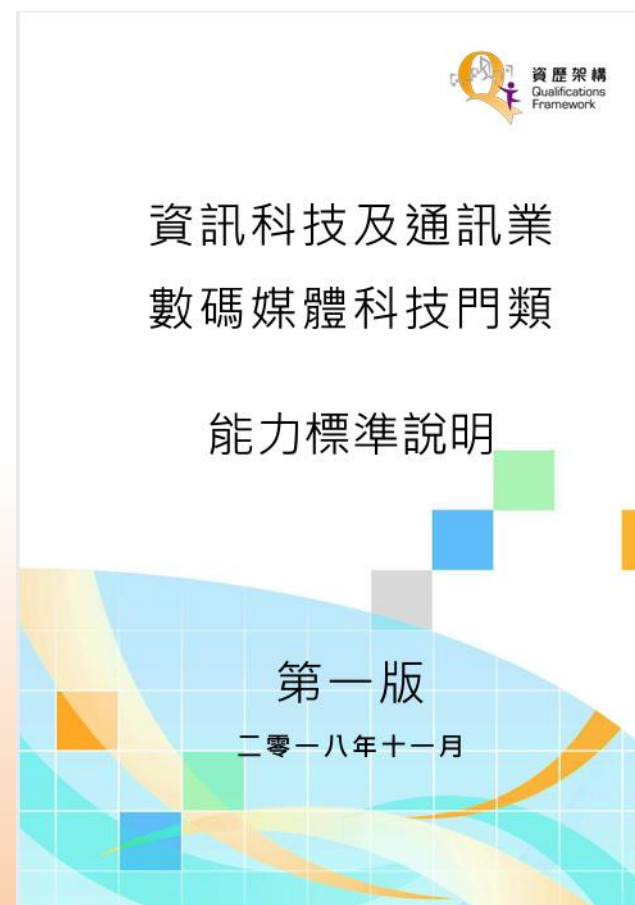


硬件

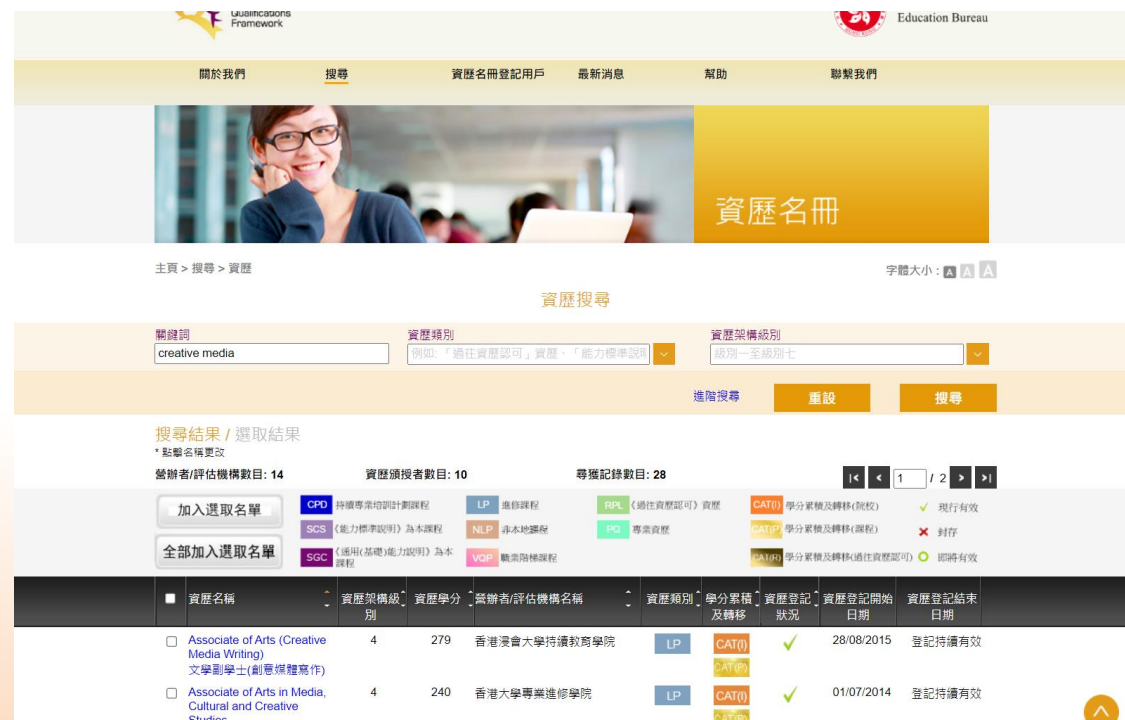
- Electronic Engineering
- Mechanical Engineering



數碼娛樂的資歷



- 數碼娛樂
- 多媒體
- 創意媒體
- 電腦遊戲
- 動畫/電腦動畫
- 互動 娛樂/設計/創作
- AR/VR 虛擬實境/擴增實境
- 電競
- 視覺特效/電影特效

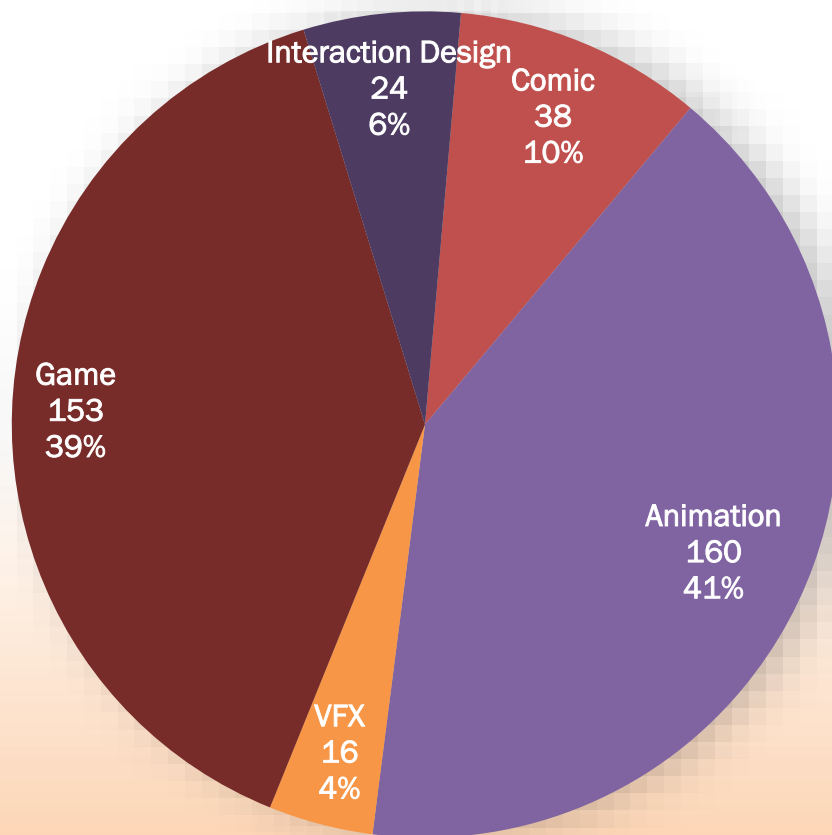


The screenshot displays the Qualifications Framework website interface. At the top, there are navigation links: 關於我們, 搜尋, 資歷名冊登記用戶, 最新消息, 幫助, and 聯繫我們. Below this is a banner image of a smiling woman with the text '資歷名冊' (Qualifications Framework). The main search area includes a search bar with the keyword 'creative media', a dropdown for '資歷類別' (Qualification Type) set to '例如: 「過往資歷認可」, 資歷 - 「能力標準說明」', and a dropdown for '資歷架構級別' (Qualification Framework Level) set to '級別一至級別七'. There are buttons for '進階搜尋' (Advanced Search), '重設' (Reset), and '搜尋' (Search). Below the search bar, the results are displayed as '搜尋結果 / 選取結果' (Search Results / Select Results). It shows 14 provider/assessor institutions, 10 relevant qualifications, and 28 search records. A table lists the search results with columns for selection, qualification name, framework level, credits, provider/assessor name, qualification type, cumulative credits, registration status, start date, and end date. Two qualifications are listed: 'Associate of Arts (Creative Media Writing)' and 'Associate of Arts in Media, Cultural and Creative Studies'.

	資歷名稱	資歷架構級別	資歷學分	籌辦者/評估機構名稱	資歷類別	學分累積及轉移	資歷登記狀況	資歷登記開始日期	資歷登記結束日期
<input type="checkbox"/>	Associate of Arts (Creative Media Writing) 文學副學士(創意媒體寫作)	4	279	香港浸會大學持續教育學院	LP	CAT(0)	✓	28/08/2015	登記持續有效
<input type="checkbox"/>	Associate of Arts in Media, Cultural and Creative Studies	4	240	香港大學專業進修學院	LP	CAT(0)	✓	01/07/2014	登記持續有效

香港的數碼娛樂

DE Companies



■ Comic ■ Animation ■ VFX ■ Game ■ Interaction Design

主要數碼娛樂組織



Hong Kong Comics &
Animation Federation
香港動漫畫聯會

香港動漫畫聯會



香港遊戲產業協會



香港遊戲創作協會



香港動畫業及文化
協會

GAME DEVA^{HK}
香港遊戲開發聯盟

香港遊戲開發聯盟
DEVA



ESAHK
Esports Association
Hong Kong
香港電競總會

香港電競總會

業界支援

香港遊戲優化和推廣計劃 GEPS

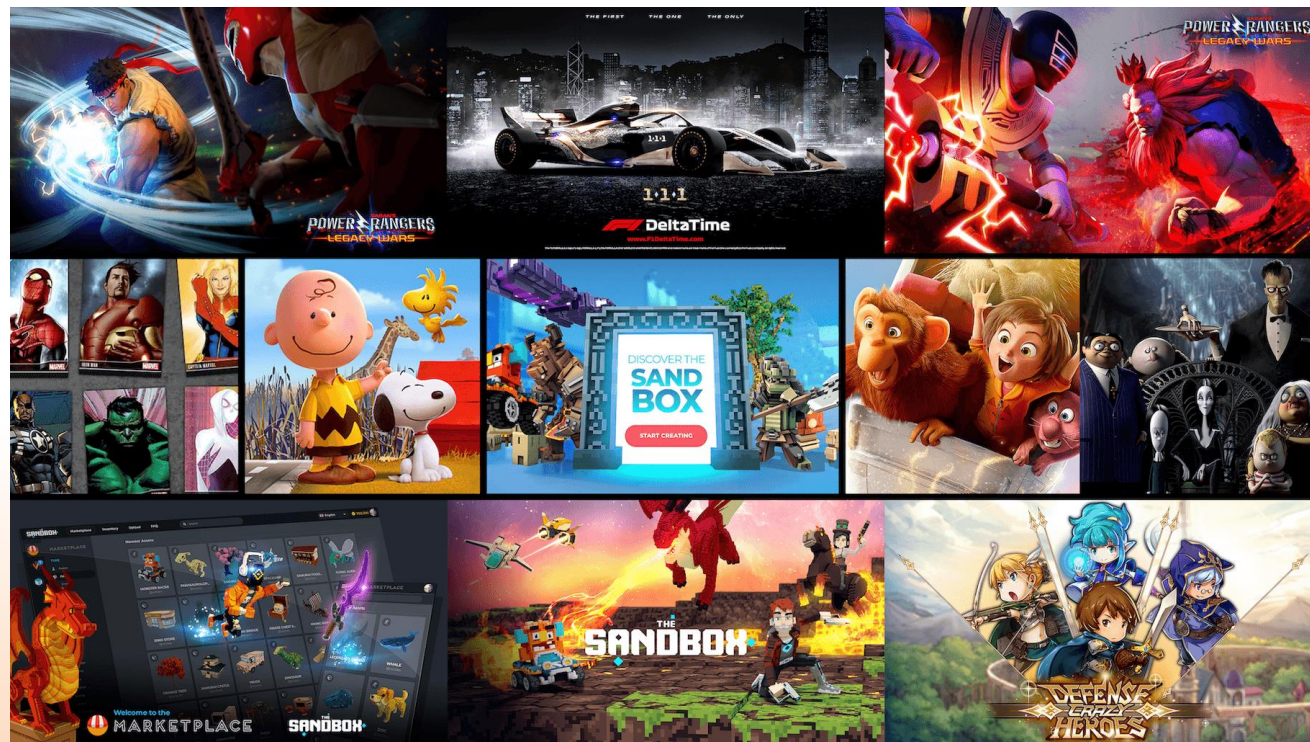
動畫支援計劃 ASP

香港數碼娛樂業新畢業生支援計劃 GSP

香港數碼娛樂產業調查

未來發展

- 手機、手提
- 遊戲平台
- 遊戲引擎、工具
- VR / AR / MR / XR...
- 藝術科技 Art Tech
- Metaverse?
- P2E, NFT...?





THANKS

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<https://www.hkdea.org>