Cyberport DELF to be staged on 11-12 December in hybrid format
Exploring the future of gaming and esports industry through physical event and virtual experience

Hong Kong, 24 November 2020 — Cyberport has been sparing no effort to drive robust growth of the digital entertainment and esports industry in Hong Kong. While the COVID-19 epidemic has brought challenges to the gaming and esports industry, the new normal helps promote the industry by bringing growth opportunities and has taken the industry to the next level with online gameplay and competitions taking centre stage. Cyberport will organise the **Digital Entertainment Leadership Forum (DELF)** on 11-12 December, inviting global esports icons and influencers, industry elites and top-tier gamers to share industry development outlook, business opportunities, insights and market trends in the region. The Forum will facilitate participants to have a holistic view of the gaming and esports industry development under the new normal. DELF also marks the kick-off of the month-long extravaganza **Digital Entertainment Spark** (DE*Spark).

With the theme of "New Normal of Digital Entertainment: From Gamification to Esportification", DELF will bring a hybrid experience** to participants by combining physical events at Cyberport's esports arena and the Arcade, and online platform, with industry forums, live tournaments and show matches, start-up showcases and pitching contests. The guest speakers of the Forum are the most influential local and overseas industry leaders, including Kenneth Fok, President of Asian Electronic Sports Federation; Remer Rietkerk, Head of Esports of Newzoo; Chris Tran, Head of Esports - Southeast Asia, Hong Kong & Taiwan of Riot Games; Eduard Castell, Delegate of LaLiga in Hong Kong; Valencia Tanoesoedibjo, Director, MNC Group; Sean Zhang, CEO of Talon Esports and more. Apart from the international, forward-looking speeches and dialogues that explore the market trends and ecological development in the Southeast Asian and the global markets, the Forum will focus particularly on technological development and talent cultivation, introduce the latest technologies and their technology applications, as well as invite relevant start-ups and professional esports players to share their successful experiences.

Another key highlight of DELF is the first APRU eSport MetaGame Conference. Organised by the Association of Pacific Rim Universities (APRU) which comprises the world's leading research universities, the Conference will be held on the second day of DELF with a focus on the ecological development of Hong Kong as an emerging esports hub in the region and the ways to help student's career planning through international collaboration.

In order to provide an immersive experience on gaming and esports culture to the public, the Forum will feature 20 "live tournaments" and online matches, in addition to more than 30 game experiences ranging from mobile and console games, reality games, gamified learning, as well as digital and esports solutions at the Game Zone located in the Arcade, creating a month-long **DE*Spark** extravaganza. The event aims to deepen the business sector and the public's understanding of the esports and digital entertainment industry

through a series of fruitful and enticing activities, which will last for a month until January 2021.

Eric Chan, Cyberport's Chief Public Mission Officer, said, "While the epidemic has brought many challenges to the gaming and esports industry, it has also presented a key opportunity for the industry to explore various paths for development. Under the new normal, the continuous evolution of the gaming and esports industry has expedited the digital transformation of other industries and brought positive impact. DELF provides an ideal exchange platform to enrich the public's understanding of the esports ecosystem and demonstrate that gaming and esports are not only about trendy pastimes for the younger generation, but also an important driver in the integration of the new and traditional economies, all whilst providing talent cultivation and employment opportunities. Through organising competitions, training talents, and boosting technological advancement, Cyberport will continue to promote Hong Kong's digital ecosystem, foster the development of the esports industry and raise the city's competitiveness."

Last year's DELF received overwhelming response. More than 40 top-tier speakers were invited, with more than 20 start-up showcases and over 15 tournaments and game experiences, attracting over 700 participants. This year, DELF will continue to tap into the global esports craze and present a series of large-scale digital entertainment themed events. Industry professionals and enthusiasts from all over the world are welcome to visit Cyberport in person or participate in the virtual Forum to explore the new normal of esports.

**Remarks: Cyberport is closely monitoring the latest development of COVID-19 and shall promptly notify all attendees and partners should there be any changes in the Forum format.

For high resolution photos, please download via this link.

Cyberport will organise the Digital Entertainment Leadership Forum (DELF) on 11-12 December, inviting global esports icons and influencers, industry elites and celebrity gamers to analyse the development outlook and business opportunities of the gaming and esports industry as well as decoding the industry trends in different regional markets.

Eric Chan, Cyberport's Chief Public Mission Officer, says DELF will provide an ideal exchange platform to enrich the public's understanding of the esports industry chain, allowing them to realise that gaming and esports are not only trendy pastimes for the younger generation, but also play an important role in driving the integration of the new and traditional economies while providing talent cultivation and career opportunities.

For media enquiries, please contact:

Cyberport
Sandra Chong
Tel: (852) 3166 3867
Email: sandrachong@cyberport.hk

Yuan Tung Financial Relations
Rachel Chan
Tel: (852) 3428 2360
Email: rchan@yuantung.com.hk

About Cyberport

Cyberport is an innovative digital community with close to 1,600 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors.

For more information, please visit www.cyberport.hk

Appendix 1: DELF 2020 Programme Overview

Date	11-12 December 2020
Time	9:30 am to 6:30 pm
Website	https://delf.cyberport.hk/en/register The virtual event platform will be open on 11 December (the login link will be sent to registered persons the day before the forum)
Focus Content	• Keynotes and Panel Discussions • Start-up Showcase • Pitching Contest • Live Physical and Online Esports Tournaments • Game Experiences (Game Zone is located at Shop 101 and 104 of the Arcade, open from 11 am to 6 pm on weekends and public holidays until 3 January)
Highlights	• Hong Kong Extended Reality Association Inauguration Ceremony • Digital Entertainment Propaganda Program Kickoff Ceremony & Show Match • Cyberport X ABSG (AquaBloom Sports Group) Global Esports Pitching Invitational • APRU eSport MetaGame Conference • DELF 2020 Hearthstone Show Match (Barcelona vs HK) • MAGAsia x Cyberport • YEAH International League for the Worldwide Bay Areas Final 2020 • OUHK Creative Arts Department Animation Show
Major Issues	• An Overview: Esportification as the Game Changer • 5G as key enabler of esports & digital entertainment experience • Evolving from Sports to Esports • Challenges & Opportunities in the Region • How Esports Is Changing the Traditional Entertainment in Southeast Asia • Mainstreaming Game Music

11.12.2020 (Day 1)

Morning Session	**Registration**
	Opening
	Welcome Remarks
	Opening Remarks
	Opening Ceremony / Group Photo
	Hong Kong Extended Reality Association Inauguration Ceremony
	Esportification: The Game Changer
	An Overview: Esportification as the Game Changer
	5G as key enabler of esports & digital entertainment experience
	State of Market: Challenges & Opportunities in the Region
	Power Chat: Building a win-win esports partnership in the new normal
	Evolving from Sports to Esports – development of regional sport games
	Business Talk: LaLiga in the Competitive Level Gaming World
	Business Talk: How Esports Is Changing the Traditional Entertainment In Southeast Asia
	Expert Dialogue: Mainstreaming Game Music
	XR and Entertainment: The Evolution of Extended Reality
	Digital Entertainment Propaganda Program Kickoff Ceremony & Show Match
Afternoon Session	**Esportification: Platforms & Enablers**
	Expert Dialogue: Blockchain Gaming - The Future of Work is Playing Games
	The Year of Virtual becoming Reality
	Regional Development – The New Form of Traditional Entertainment
	Winning Monetisation Strategies for Esports in the New Normal

	Tournaments	**Game Zone**	**Tech Track**	**Venturer Track**
	Monopoly Plus Esports Group Final **DELF 2020 Hearthstone Show Match** **MAGAsia x Cyberport**	**Sport Reimagined** **Esports Mobilized Adventure - Minecraft** **Racing Yard** **SpeedRun Competition** **E-Gym Carnival** **The History of Competitive Gaming & Esports Exhibition** **Monopoly Plus on PC** **Ignite Imagination — OUHK Creative Arts Department Animation Show**	**Sport Tech & Gaming** **The New Era of Esports Production** **The Need for Esports Platforms** **Collective Effort in Game Production – Cloud Developmental Process** **The Next Generation of Esports - VR Competitive Gaming** **The Opportunities of Animation in Esports Industry** **Global Growth and Monetization Strategies for Digital Entertainment**	**Discovering Esports Talent & Training** **The Mentality Behind the Professional Esports Players** **Gaming for Foundational Literacy and Psycho-social well-being** **Entrepreneur Success Story** **Social Media marketing & audience network** **Gaming Investment & Venturing Opportunities** **The Social Benefits of Playing Esports Game**

	Cyberport X ABSG Global Esports Pitching Invitational			

12.2.2020 (Day 2)

Full Day	**Registration**		
	Tournaments (Physical)	**Tournaments (Online)**	**Game Zone**
	APRU eSport MetaGame Conference **Red Bull Kumite Hong Kong 2020** **YEAH International League for the Worldwide Bay Areas Final 2020**	More/over Community Tournament Series Premier Double Tap VR Esports Contest BAASH OPEN 2020 VALORANT First Strike: Hong Kong / Taiwan (Rebroadcast) The Show Must Go On NGWT Online Special – King of Kings 2020 MAGAsia x Cyberport (Cont.) FIFA20 E-Premier Football League – Cool Gaming Borregos Esports Invitational CTWC Asia - Hong Kong 2020	**Sport Reimagined** **Esports Mobilized Adventure - Minecraft** **Racing Yard** **SpeedRun Competition** **E-Gym Carnival** **The History of Competitive Gaming & Esports Exhibition** **Monopoly Plus on PC** **Ignite Imagination — OUHK Creative Arts Department Animation Show**

*Remarks: The agenda is subject to change without prior notice. As the health and well-being of the Forum attendees, speakers, partners and staff remain our top priority, Cyberport is closely monitoring the latest development of COVID-19 and shall promptly notify all attendees and partners should there be any changes in the Forum format.