



The Social Impact of Mobile

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Introduction

Hong Kong Wireless Technology Industry Association (WTIA)





WTIA

香港無線科技商會

是在**2001**年成立的非牟利機構

established in 2001, is a non-profit organization.



SMART2ON

PLAYNOTE



innopage



hotmob



gravitas group



cherrypicks

mobilesoft
BEYOND EXPECTATION

MG interactive
WEB 2.0 · SMS · Mobile Marketing



Key Statistics for Telecommunications in Hong Kong

Wireless Services

	Public Mobile Customers		Mobile Data Usage (per MB)	
	Total	3G/4G	Total	per 3G/4G customer
11/2012	16,385,012	9,304,503	7,139,511,687	716
06/2013	16,713,948	11,176,525	9,422,055,789	843



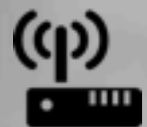
The Asia Pacific ICT Alliance (APICTA) Awards

2011 Awardees	Grand Award	Merit Awards	2012 Awardees	Grand Award	Merit Awards
Australia	3	2	Australia	3	3
Brunei	1	4	Brunei	1	2
Hong Kong	5	7	Hong Kong	5	9
Indonesia	2	5	Indonesia	0	1
Macau	0	2	Macau	1	0
Malaysia	1	9	Malaysia	1	9
Pakistan	0	4	Pakistan	2	4
Singapore	2	2	Singapore	0	1
Sri Lanka	0	4	Sri Lanka	0	2
Thailand	2	2	Thailand	3	4
Vietnam	0	1	Vietnam	0	1

The Challenges of Hong Kong Mobile App Developers



Local market is too **SMALL**



Expanding the Business **Beyond HK** is a must

← **West?** or **East?** →

GOING EAST (CHINA)



- Same Language - Chinese
- Similar Cultural Background
- Hong Kong is part of China



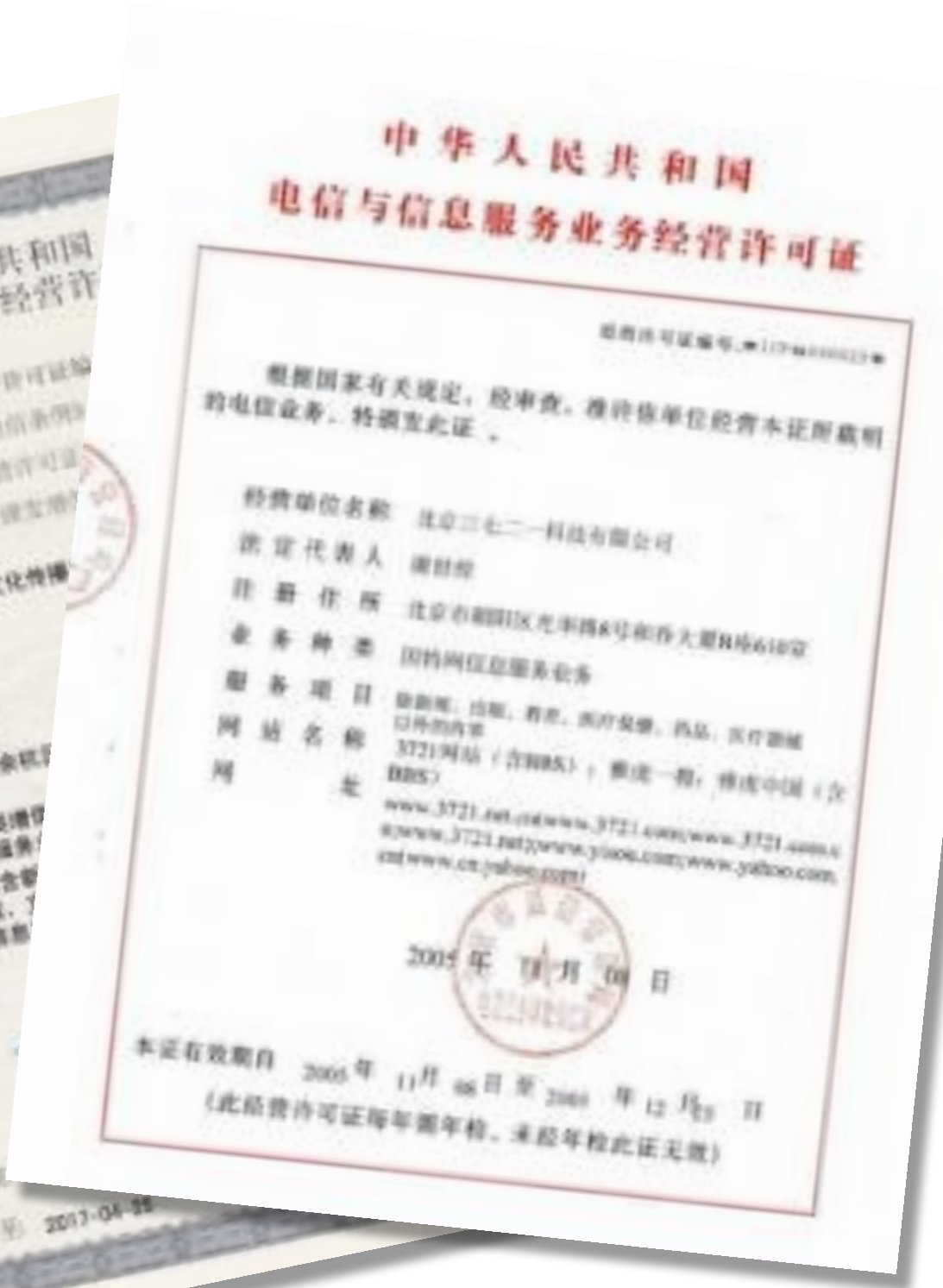
- Many HK local people are not good at Mandarin
- Very different in Practice
- Different law, different standard



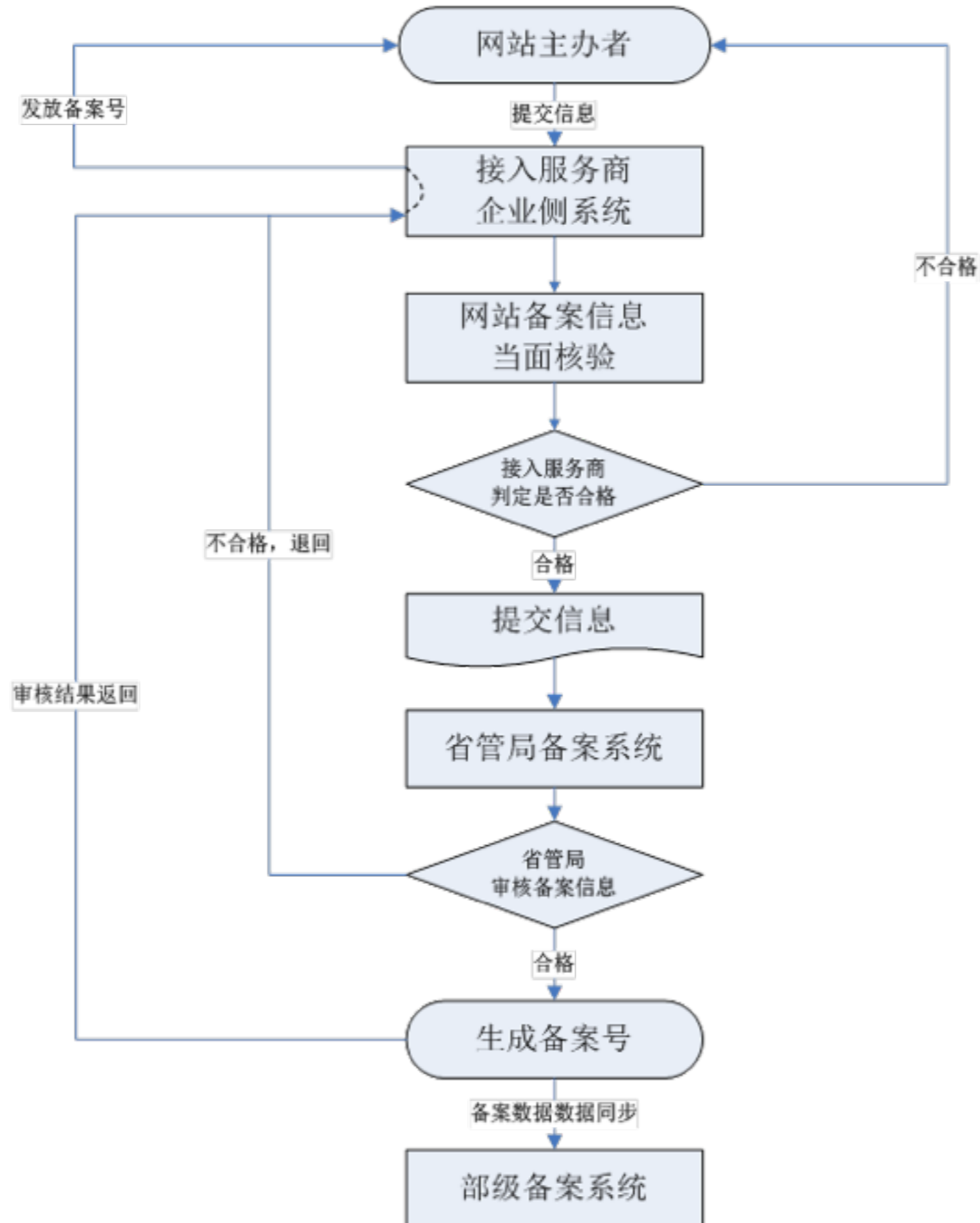
MANY FAILURE CASES IN CHINA

- CULTURE
- TAX
- LAW
- LICENSES

Many Types of ICT Related Licenses (資質)



ICP信息报备流程图



ICP备案流程

<http://www.miitbeian.gov.cn>

ICP增值牌照 (全国各地申办要求不同)

<http://www.gdca.gov.cn/promise/54.asp>

网络文化经营许可证 (网络游戏必须有此牌照, 由于现已下方到地方文化厅办理, 所以全国各地申办要求不同)

<http://www.gdbs.gov.cn/portal/biz/applySelfCheck.seam?serviceSubjectId=17725ca1-a6d9-4b6c-9948-39b10aa9a2c4>

信息网络传播视听节目许可证 (视频播放网站必须有此牌照)

<http://www.sarft.gov.cn/articles/2008/06/11/20080911104732500544.html>

* 須為中國內地註冊之公司, 法人代表須為內地人, 外資持股量不得超過50%

Hong Kong

Mainland

Business Registration

HKBR (\$2450 -> \$450)

Depends

License Required

None

Depends

Tax

16.5% of accessible profit

Depends

Labour Cost (2-year experience)

> HK\$20,000

> RMB20,000 + 40%

Capital Required

< HK\$100,000

> RMB 1,000,000

Fixed Cost

None

Office Rental

App Revenue:

1. iOS

Apple Store

Apple Store

2. Android

GooglePlay

360宝盒, 安卓市场hiapk, 91助手, 安智市场, 机锋市场, 应用汇 appchina, 当乐, 木蚂蚁, 豌豆夹, 优亿市场, N多市场

Advertising Revenue

In-app displayed Ad

In-app displayed Ad

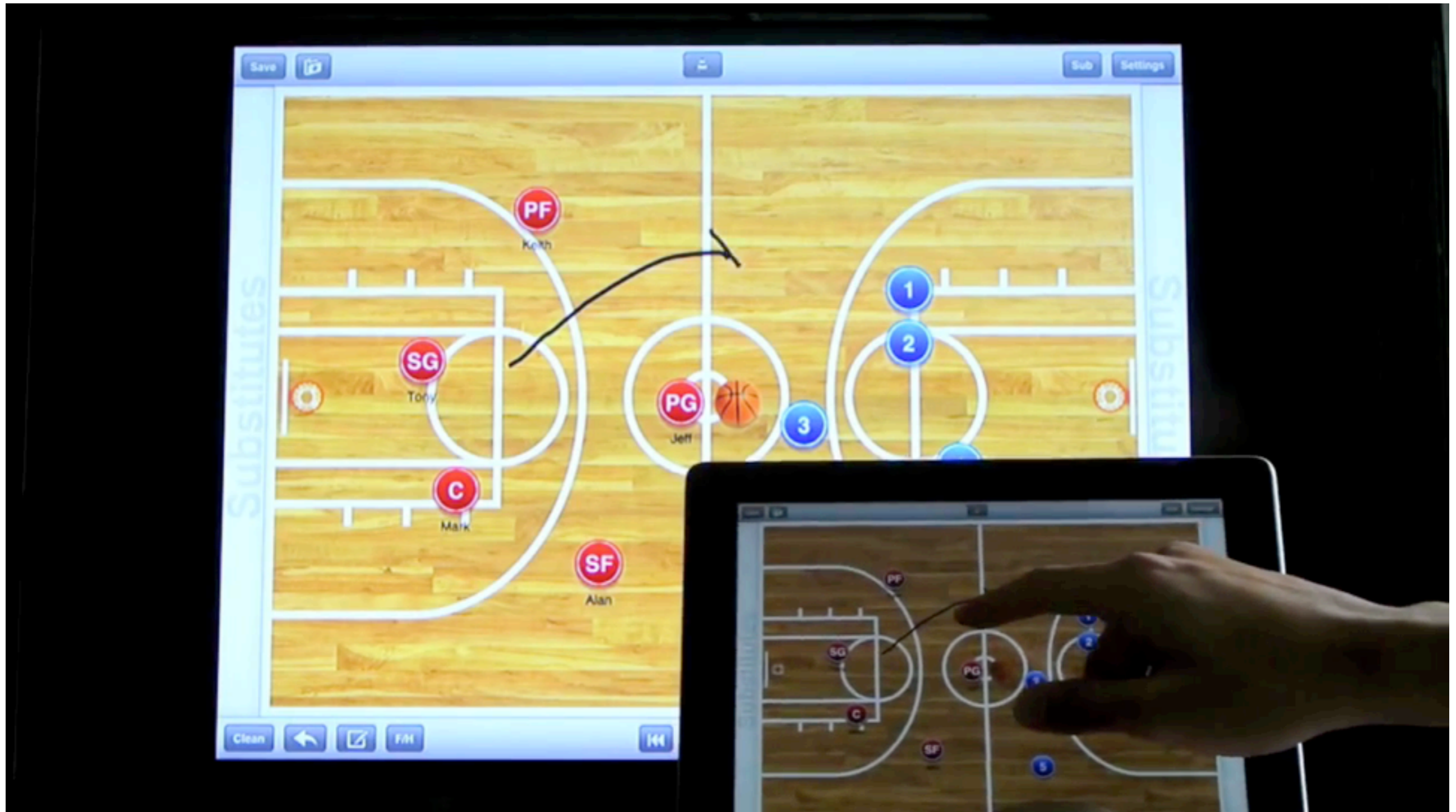
MOBILE INDUSTRY could be a new engine to
the economy growth in Hong Kong!

Winners of APICTA



Winner of Asia Smartphone Apps Contest

Coach Clipboard






「不僅僅習慣於日常的生活中，用微博、微信、或者WhatsApp交流；在淘寶、亞馬遜等網站購物，或者和家人吃飯之前，再看看網友們對某一家食店的評價如何；也就是說，不僅僅要做創新的受益者，還要把目光投向更廣闊的空間，更長遠的未來，勇做創新的夢想家，爭做創新的實幹家。」

MASS market vs **NICHE** market

CONSUMER market vs **ENTERPRISE** market



1976

第1個移動電話誕生



 GreenTomato



6 HONG KONG MOVIE



more than **1,300,000** downloads

over **100,000** daily active users

the **Largest Mobile Movie Community** in HK





our 1st **Global Product**

more than **16,000,000** registered users with 1st Million in 2 weeks

deliver more than **5,000 messages** per minute

Top 3 Social Networking App in more than **20 countries** since launch

over **100 press coverage** worldwide



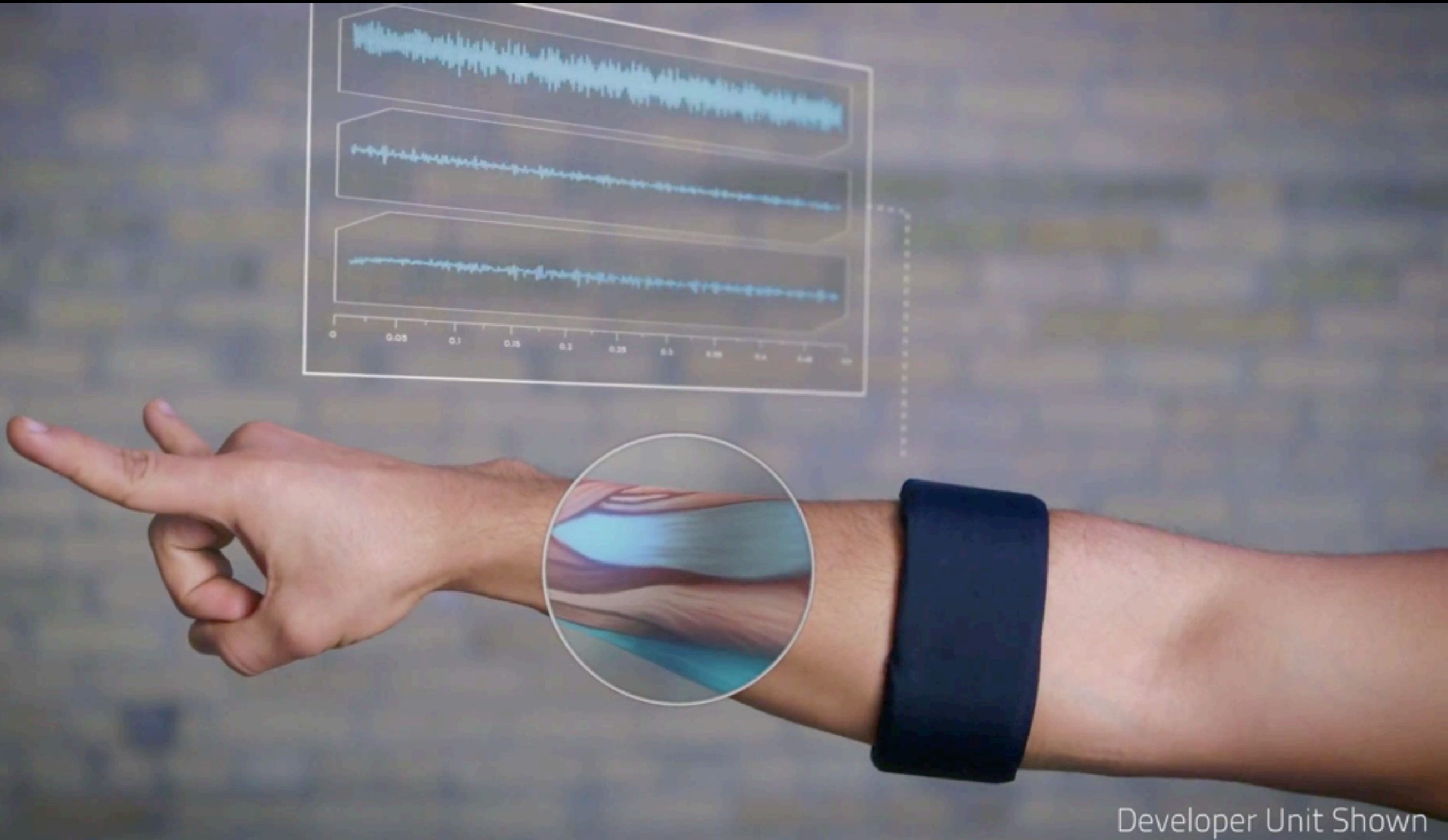
pointcast



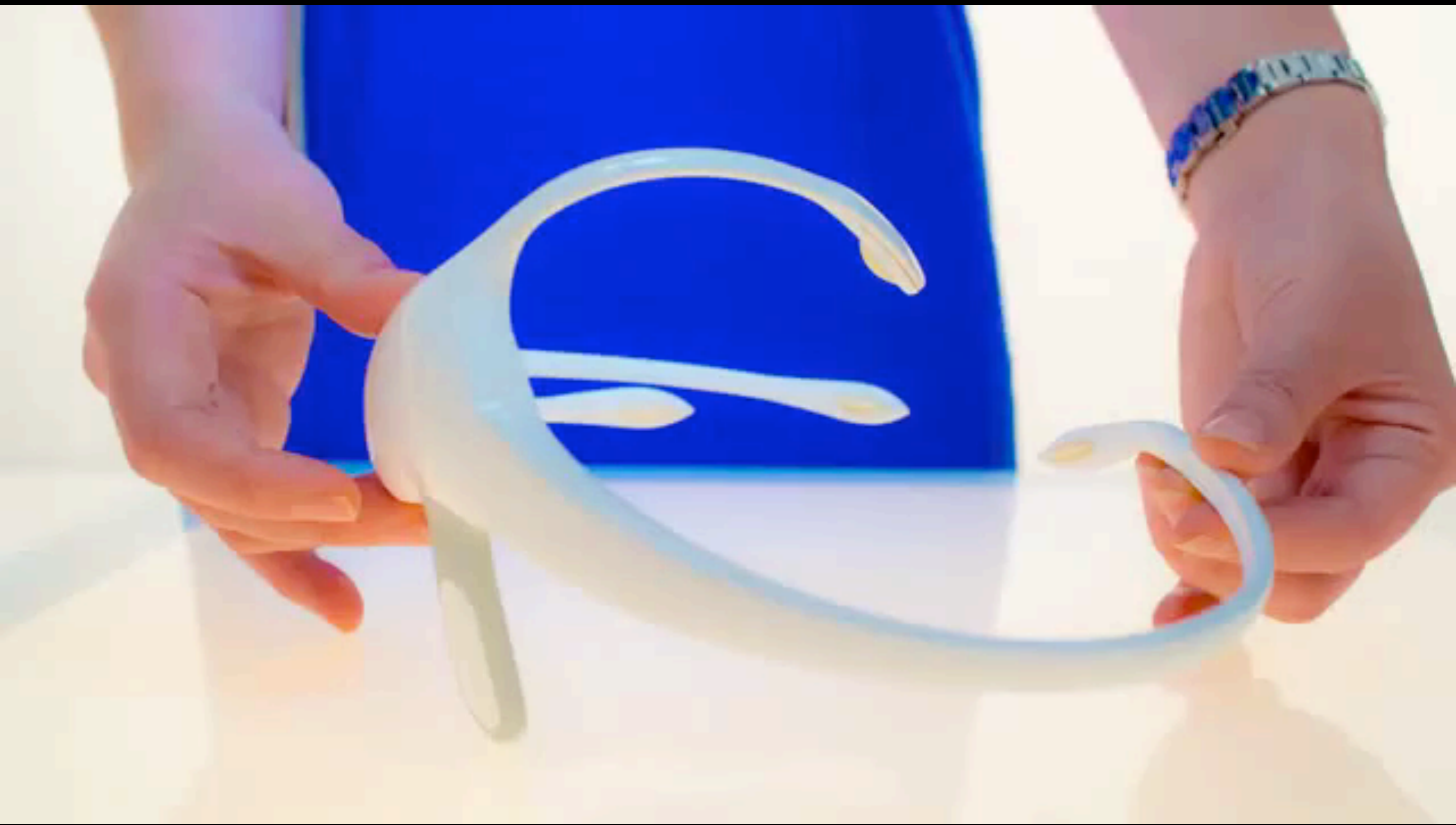
Trend forecast in 2014

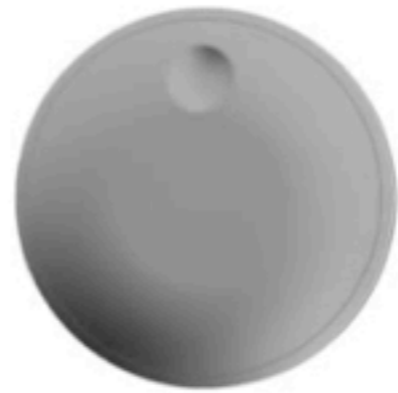
WEARABLE Computing | BLT 4.0



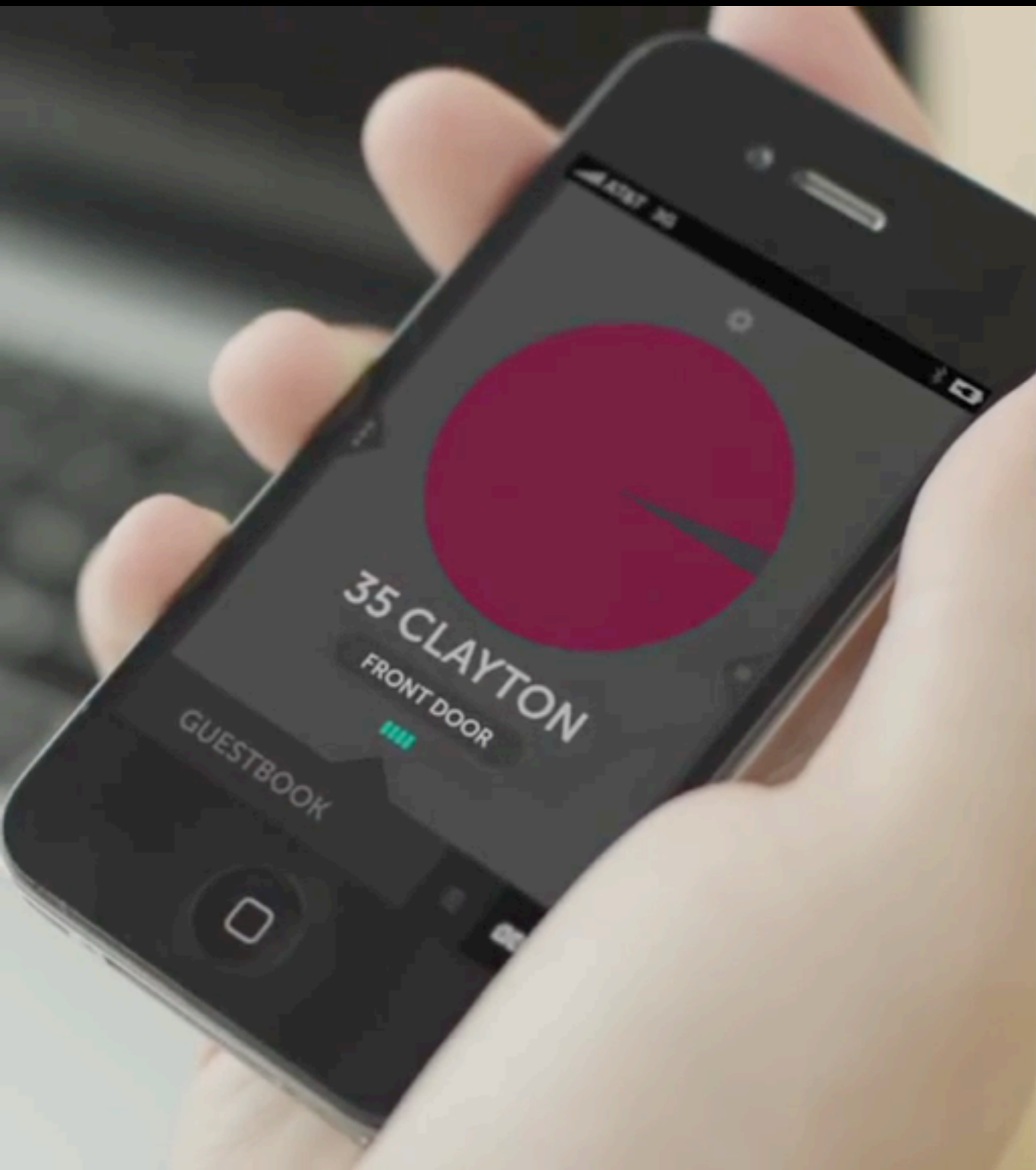


Developer Unit Shown





MISFIT SHINE
ACTIVITY TRACKER



THANK YOU