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Immediate Release

**The 7th Microfilm Production Support Scheme (Music)
Microfilm Production Matching & Launching Ceremony
Increased Numbers of Beneficiaries for
More Emerging Directors and Singers to Jointly Create High-quality Microfilms**

(3 October 2019, Hong Kong) The Microfilm Production Support Scheme (Music) (Support Scheme) which organized by the Hong Kong Association of Interactive Marketing (HKAIM, the organizer) and sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region ("HKSAR") has been widely acclaimed since its first launch. With the arrival of the 7th Support Scheme, under the sponsorship and support from CreateHK, the subsidizing quota has now increased to benefit more local advertising production companies and singers. With the comprehensive support by the Support Scheme, the participating teams will be aspired and encouraged to produce more high-quality microfilms, and create and develop cooperation opportunities for advertising and music industries in Hong Kong.

**The Support Scheme officially started
Matching event for the Tier 1 'Start-up Group' was held during the ceremony**

To commemorate this special occasion, the HKAIM held the 7th Microfilm Production Support Scheme (Music) Matching & Production Launching Ceremony in the Hong Kong Federation of Youth Groups Building today. The organizer was delighted to have the presence of Ms. Jersey YUEN, Assistant Head of CreateHK, Mr. Ralph SZETO, Chairman of the HKAIM and Ms. Flora KWONG, Committee Member of the International Federation of the Phonographic Industry (Hong Kong Group) Limited to kick-off the Support Scheme at the ceremony.

During the ceremony, the organizer introduced the participating advertising production companies, directors and singer/groups/band (singers) of this year's Support Scheme. A matching event was also held for pairing up the 22 advertising production start-ups and singers from Tier 1 'Start-up Group'. Furthermore, the list of 10 teams from Tier 2 'Professional Group' was announced.

Comprehensive support helps the teams create outstanding works

The Support Scheme aims to cultivate the local advertising production start-up and small-scale companies in microfilm production and production funds are provided to the production teams so that they can have adequate resources to showcase their creativity and talent. The Support

Scheme also offers more performance and exposure opportunities for the participating singers. The Support Scheme has gained endorsement and support from different industries since its first launch in 2013 and acclaimed in exploring emerging directors. The Support Scheme has successfully explored emerging directors and also bridged advertising production teams and singers for further cooperation. Also, the Support Scheme provides an extended works display platforms and new job opportunities for the participating singers as they can further receive greater promotion and performance opportunities to enhance their popularity by providing songs of their relevant works and taking part in the performance of the microfilms.

To strengthen the support for the participating teams, the 7th Support Scheme increases the sponsorship amount for microfilm productions. The advertising production companies participating in the Tier 1 'Start-up Group' will receive a maximum of HK\$110,000 each to produce a microfilm of 4 to 8 minutes, while those in Tier 2 'Professional Group' will receive a maximum of HK\$200,000 each to produce a microfilm of 12 to 16 minutes.

Additionally, the organizer has offered different promotion channels for the teams to promote their microfilms, such as the Hong Kong International Film and TV markets (FILMART) 2020, TV channels, the Internet, social media platforms, the official website of the Support Scheme and others, for more potential buyers, partners as well as the general public to appreciate Hong Kong's original microfilms.

To appreciate the outstanding microfilms of the Support Scheme, the organizer will hold the 7th Microfilm Production Support Scheme (Music) Awards Presentation Ceremony in March 2020. Professional judges are invited to select winners of the awards which include "Best Microfilm Production Awards", the "Best Microfilm Actor Award", the "Best Microfilm Actress Award" (each has its own Gold, Silver and Bronze Awards), the "Best Microfilm Screenplay Award", the "Best Cinematography Award", and the "Best Art Direction Award" as well as the "Most Popular Microfilm Award" which will be selected by public voting. The teams with outstanding performances in these awards will be further recommended for participating in international microfilms or short films-related competitions to encourage more creative talents to move toward to the global stage.

The details of the two tiers and the lists of participating advertising production companies and singers of the 7th Microfilm Production Support Scheme (Music) are as below:

Tier 1 'Start-up Group'

This group provides 22 teams, formed by local advertising production companies which have been established with not least than 6 years and their directors with a ceiling of 6 years' experience, with a maximum of HK\$110,000 each as a production fund to create microfilms with storyline lasting for 4 to 8 minutes. For singers, they will draw a lottery to form them into groups with relevant advertising production companies and directors.

The 22 advertising production start-ups which are selected to participate in the Tier 1 'Start-up

Group' of the 7th Support Scheme are listed in alphabetical order as follows:

	Company Name	Director
1	19 Studio Limited	Tin Tin Po
2	20th Century Boys	Ivan Tse
3	400 Degree Film	Lo Chung Yi Erin
4	Big Bean Ltd.	Au Wing Yiu
5	Cana Creative Limited	Louise Lau
6	語溝創作 (Clutone)	Yau Ho Ting
7	Dotdotdot Company Limited	Miss Hunny
8	False Color	Wong Ying Kit
9	Fixer Production Unit Limited	Ka Sing Fung
10	Heyman Studio	Mary Wong
11	Hungry Digital Limited	Fan Ho Man, Homan
12	Impulse Creation Limited	Terry Ng
13	Just Kidding Production Ltd	Chengtold
14	Once Upon A Time Production Ltd	Li Ho Tin
15	OUT FOCUS CREATIVE	Poon Chi Wai
16	Phantom's Production	Ng Pak Kei Philip
17	Planar Studio Limited	Ariel Lau
18	Rangers Picture Production Limited	Chan Siu Cheung
19	Rich Kingdom Limited	Linus Chan
20	SUGARCOAT	Jacob Yuen
21	Tsing Shan Tit Jan Media Studio	Oscar, Wong-kam
22	Vivacity Collective Company Limited	Law Wan I, Edith

The 22 singers selected to participate in the Tier 1 'Start-up Group' of the 7th Support Scheme are listed in a random order as follows:

	Record Company Name	Singer/Groups/Band
1	Beyond Creative Workshop Limited	Chelffy Yau
2	CARRIER	Carrier
3	Dreams Salon Entertainment Culture Limited	Kayan Chan
4	Dreams Salon Entertainment Culture	Michael Wong

	Limited	
5	Freeway Entertainment Management Limited	ALL FOR ONE
6	Global Pride Entertainment (Asia) Limited	The Sulis Club
7	Honger Music Venture Limited	Yu Chun Tung
8	JL Music	Ng Lam Fung
9	Keung's Music Production Co.	Simon Chung
10	Kiss K.C.V. Entertainment Company Limited	Ceci Chau
11	Modern Creatives	Venus Yiu
12	Seven Days Entertainment Culture Company Limited	Alan Ho
13	SOME1MUSIC	Eric
14	Song Entertainment Limited	Carrisa Yan
15	Star Entertainment (Universe) Limited	Wayne Ip
16	Star Entertainment (Universe) Limited	Alex Kwong
17	Sumart New-Tech Limited (SUM ART)	Danny Chin
18	TNA Music Limited	DJ TABI
19	WSM Entertainment Limited	Connie Hau
20	WSM Entertainment Limited	Raymond Young
21	WSM Entertainment Limited	Gloria
22	Zero 8 Music	dR. X

Tier 2 'Professional Group'

This group provides 10 teams, formed by local small-scale advertising production companies which have been established not less than 12 years and their directors with under 12 years' experience, with a maximum of HK\$200,000 each as production fund to create their original microfilms with storyline of 12 to 16 minutes.

The 10 teams selected to participate in the Tier 2 'Professional Group' of the 7th Support Scheme are listed in alphabetical order of the advertising production companies' names as follows:

	Company Name	Director	Record Company Name	Singer/Groups/ Band
1	G.V.A. Creative Limited	Leung Chung Man	Emperor Entertainment (Hong Kong) Limited	Tsang Lok Tung
2	HKV LIMITED	Kom Chun Yu	Sun Entertainment Music Limited	Sammy Sum

3	Incise Picture	Chris Ng	JB MUSIC LIMITED	SiS
4	Kosi Media Limited	Ja Poon	So Nice Music Limited	Aria Lam
5	PAT'S TRICK & CO.	Partick Tang	Star Entertainment (Universe) Limited	Sukie S
6	Presentsby Limited	Chan Kam Keung	Black Sesame Entertainment Ltd	Jocelyn
7	TOFA IMAGE	Mok Yuk Kuen	Carpe Diem Entertainment Limited	Amanda Lee
8	Treesound Workshop Limited	Suzanne Lai	Jam Music Ltd.	Aka
9	Visualution Labs Limited	Buddy Ma	Starz Track Limited	Stephanie Cheng
10	Weirdo Creative	Lee Chun Him	WOW MUSIC LIMITED	Sugar Club

For more details about the 7th Support Scheme, please visit: <http://www.microfilm-music.hk>

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