

For Immediate Release:

Leo Ku: Better Digital Sales Could Help Sink Music Pirates *Hong Kong Music Fair Ambassador Talks in Advance of Entertainment Expo*

12 February 2010 – Music industry efforts to improve digital downloading and consumer tools such as online search engines should help counter the negative impact of illegal copyright piracy, according to pop star and Hong Kong Music Fair Ambassador Leo Ku.

In an interview with the Hong Kong Trade Development Council (HKTDC), Mr Ku said the speed of new digital media is winning over more consumers, including buyers who have traditionally preferred the “sense of reality” which comes from a physical rather than digital product.

“When you hear a song or come to know about it, you can immediately search for it online,” he said. “We hope this access can be made available to everyone, along with the means for listeners to download music legally.”

Hong Kong Musical Flow

In the interview available on the HKTDC webcast service at www.youtube.com/HKTDC, Mr Ku used an image of water to suggest that the music industry and consumers should view digital distribution as an opportunity to carefully embrace.

“There’s an old saying that “water can carry a boat, but it can also flip it over. We have to use water wisely, and not allow it to capsize our boat and drown us,” said Mr Ku, adding that Hong Kong’s music industry is trying to improve its message about the benefits of legal downloads.

“On one hand, I hope we can find a better means of persuading and warning people not to download music illegally. But on the other hand, I would like to see the digital platform leap ahead and offer the best and most efficient means of legally downloading material,” he said. “That way, everyone can get the best music.”

Entertainment Expo and FILMART Screenings

Mr Ku spoke to the HKTDC at a 2 February media conference for Entertainment Expo, the region’s leading entertainment industry event. The multimedia extravaganza, taking place 22 March to 18 April, brings together nine events covering film, television, digital entertainment and music. This year’s Hong Kong Music Fair (HKMF) is organised by the IFPI (Hong Kong Group) Ltd and the HKTDC, and will take place 20-22 March. The event is open to the public.

Entertainment Expo also includes the Hong Kong International Film and Television Market (FILMART), one of the world's top three events of its kind in terms of exhibitor numbers. The 22-25 March event at the Hong Kong Convention and Exhibition Centre is also organised by the HKTDC. It will feature more than 250 film screenings and 60 seminars and networking sessions.

Media Enquiries

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About Entertainment Expo Hong Kong

Entertainment Expo's three founding events are the Hong Kong International Film and Television Market (FILMART), the Hong Kong International Film Festival and the Hong Kong Film Awards Presentation Ceremony. The Expo also features six core events: the Asian Film Awards; the Hong Kong – Asia Film Financing Forum; the Hong Kong Music Fair; the IFPI Hong Kong Top Sales Music Award; the Digital Entertainment Leadership Forum; and the Hong Kong Independent Short Film and Video Awards. Visit www.eexpohk.com for more details.

About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With 40 offices worldwide, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online. Visit www.hktdc.com for more information.