



**WTIA**  
香港無線科技商會

# Asia Smartphone Apps Contest and Summit 2014

Asia Smartphone Apps Contest  
亞洲智能手機應用程式大賽

## ASIA SMARTPHONE APPS

## CONTEST & SUMMIT

2 0 1 3 / 2 0 1 4

# Regional Co-organizers



Asia Smartphone Apps Contest  
亞洲智能手機應用程式大賽



Economic and Trade Mission  
Consulate General of Israel  
Hong Kong



大阪イノベーションハブ



关注互联网创业



Consulate General of Israel, Hong Kong

Israel

City of Osaka

Japan

Korea Association for ICT Promotion

Korea

36Kr

Mainland

Multimedia Development Corporation

Malaysia

Singapore Infocomm Technology Federation

Singapore

Institute for Information Industry

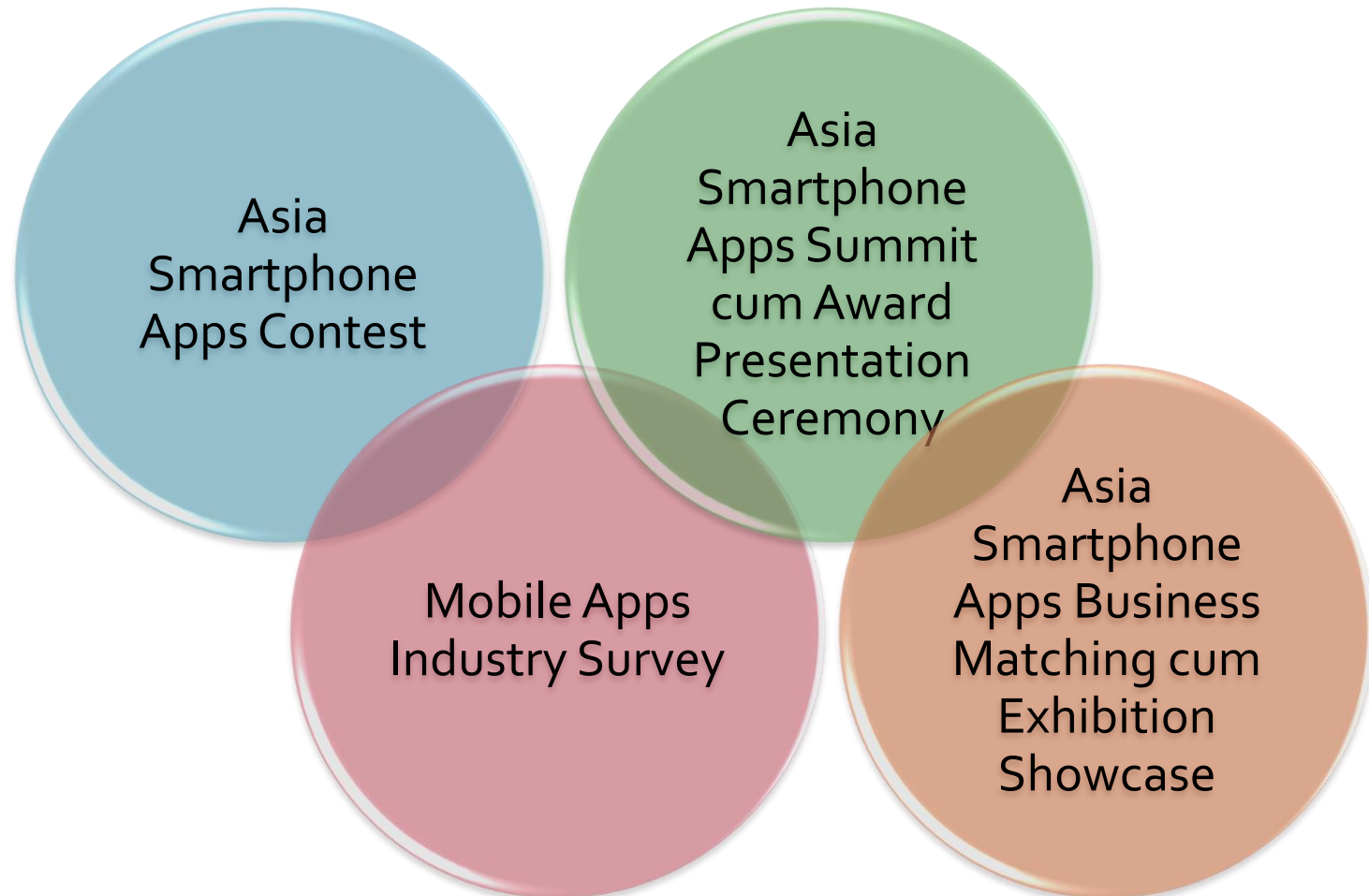
Taiwan

# Introduction



- Funded by Create Smart Initiative, WTIA completed the project **“To establish Hong Kong as the Asia Smartphone Apps Capital with a regional Contest and Summit”** and organised the 1<sup>st</sup> Asia Smartphone Apps Contest and Summit in 2013
- To ride on this success and make this a sustained effort, WTIA organizes the 2<sup>nd</sup> Asia Smartphone Apps Contest and Summit in 2014

# Project Deliverables



# Contest Partners



Asia Smartphone Apps Contest  
亞洲智能手機應用程式大賽

Organizer



Leading Sponsor



Sponsors



Official Handset Sponsor



Event Technology Sponsor



Collaboration Partners



Regional Co-organizers



Media Partner



Supporting Organizations



# Award Categories



- **Advertising & Marketing**
  - Smartphone apps which aim to promote brands, service and products or to facilitate promotion campaigns
- **Games & Edutainment**
  - All kinds of games on a Smartphone platform or content for education, information, or entertainment.
- **Creative Lifestyle**
  - All the apps that promote creative lifestyles  
e.g.: dining and travelling information, social networking etc.

# Awards



- **9 Asia Smartphone Apps Awards, namely:**
  - Asia Smartphone Apps (Advertising & Marketing)  
Gold / Silver / Bronze Award
  - Asia Smartphone Apps (Games & Edutainment)  
Gold / Silver / Bronze Award
  - Asia Smartphone Apps (Creative Lifestyle)  
Gold / Silver / Bronze Award
- **1 Asia Smartphone Apps Grand Award**
- **30 Certificate of Merits (10 for each app category)**

# Special Awards



Asia Smartphone Apps Contest  
亞洲智能手機應用程式大賽

- **CoCoon – Born to Fly App award**
  - To recognize innovation and creativity in the mobile games and education apps industry
  
- **Science Parks Sponsored Hong Kong App Startup Award (Gold / Silver / Bronze)**
  - For the HK app developers or entrepreneurs who strive for innovative mobile apps development with good business potential



# Assessment



## Initial Assessment (by HK Experts Panels)

- 168 applications received
- All valid entries were assessed by Hong Kong experts panels
- 57 entries shortlisted to 2<sup>nd</sup> round assessment

## 2<sup>nd</sup> Round Assessment (by Regional Co-organizers)

- Regional experts scored ONLY shortlisted entries submitted from regions other than his/her own
- Top 9 finalists were selected to Final Judging

# Top 9 Finalists



Category	Applicant	Title of Entry	Region	Award
Advertising & Marketing	Wunderman   AGENDA Hong Kong	Starbucks Hong Kong	Hong Kong	<b>GOLD</b>
	Cellars, Inc.	Cellars - a free wine tasting app with image recognition system	Japan	SILVER
	Visionaries 777 Limited	McDonald's 2013 Coca Cola Glass AR Adventures	Hong Kong	BRONZE
Games & Edutainment	CJ Educations	Phonics Adventure 1	Korea	<b>GOLD</b>
	Baby Cortex Holdings Limited	Math Run	Hong Kong	SILVER
	Visionaries 777 Limited	Dice Jockey	Hong Kong	BRONZE
Creative Lifestyle	Oursky Limited / MiQ Limited	Jamn - The musician's multi-tool	Hong Kong	<b>GOLD</b>
	Snapkeys Ltd	Snapkeys zones Keyboard	Israel	SILVER
	Octopus Cards Limited	The "Octopus" App	Hong Kong	BRONZE

# Special Awards Winners



Asia Smartphone Apps Contest  
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- CoCoon – Born to Fly App award
  - Emoji Pop – Six Waves Inc.
  
- Science Parks Sponsored Hong Kong App Startup Award
  - Gold – iSafe – Awesapp Limited
  - Silver – Viss – Viss Me Co. & Limited
  - Bronze – Dice Jockey – Visionaries 777 Limited

# Final Judging Panel



Asia Smartphone Apps Contest  
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Chairman	Mr. Nicholas W. YANG		Executive Vice President, The Hong Kong Polytechnic University
Members	Mr. To CHEUNG	Hong Kong	Chairman, Hong Kong Wireless Technology Industry Association (WTIA)
	Mr. Elad GOZ	Israel	Consul, Head of Economic & Trade Mission, Consulate General of Israel, Hong Kong
	Mr. MASAOKI Yoshikawa	Japan	Director General, Economic Strategy Bureau, Osaka City Government
	Mr. KIM, Seung Keon	Korea	Vice President, Korea Association for ICT Promotion
	Mr. Mingming HUANG	Mainland	CEO of ZCOM
	Ms. NG Wan Peng	Malaysia	Chief Operating Officer, Multimedia Development Corporation (MDeC)
	Mr. Robert CHEW	Singapore	Hon. Member of Judging Panel for Awards, Singapore infocomm Technology Federation (SiTF)

# Asia Smartphone Apps Summit cum Award Presentation Ceremony

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# Summit & Award Ceremony



Asia Smartphone Apps Contest  
亞洲智能手機應用程式大賽

- Regional experts from Asia will share their insights on the business, the latest technologies and development of smartphone apps
- Top 9 finalists will feature their winning entries
- The Award Ceremony would announce the Contest Award Winners

# Asia Smartphone Apps

## Business Matching & Exhibition Showcase

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# Business Matching & Exhibition Showcase



Asia Smartphone Apps Contest  
亞洲智能手機應用程式大賽

- Apps developers, local enterprise users will conduct business matching to explore collaboration opportunities with:
  - Winners of Advertising & Marketing Category
  - Winners of Games & Edutainment
  - Winners of Creative Lifestyle
  - Regional Delegates
  - Industry Support Organizations
- Participants will be assigned to meet with 1-3 exhibitors randomly according to their preferred exhibitors' categories

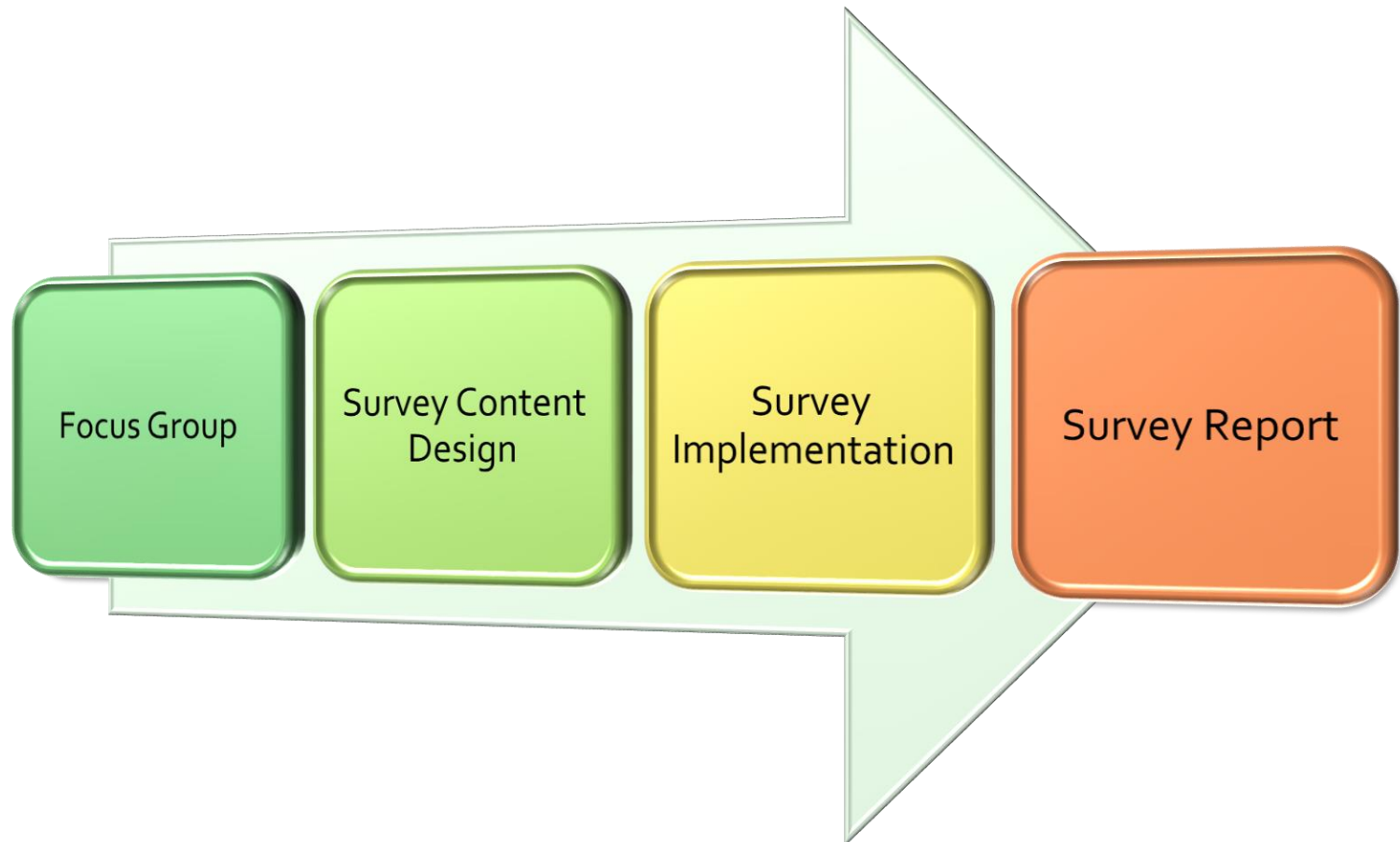


# Hong Kong Mobile Apps Industry Survey

# Background

- This is the 1st mobile apps industry survey in Hong Kong
- Present an up-to-date picture of the Hong Kong mobile apps industry
- 100 companies in the mobile apps industry participated in the survey

# Methodology



- Comprised of representatives in the Smartphone apps industry
- Define focus and dimensions of the survey
  - Focus areas of the survey
  - Dimensions to study:
    - The mobile app developer companies
    - Their products & projects
    - Their partners & target markets

# Collecting Responses



- Target respondents
  - Companies with business in the smartphone apps field
  - Product / service providers instead of users
- Channels to reach target respondents
  - Industry Association (WTIA)
  - Incubation Centre (Cyberport, Science Park)
  - Startup Community (CoCoon)
- Total respondents
  - 100 companies

# Survey Report

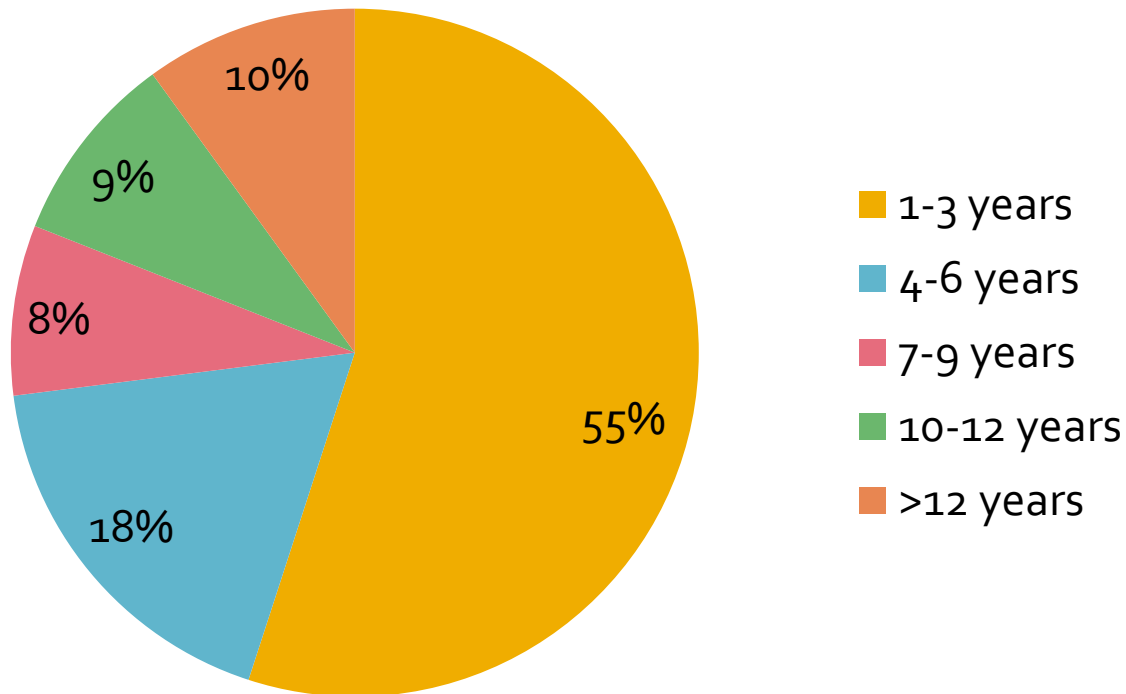
## ■ Content

1. Industry Landscape
2. Market Analysis & Technology Adoption
3. Recommendations

# 1. Industry Landscape

# Years a Company has been in Business

Q/ How many years has your company been in business?

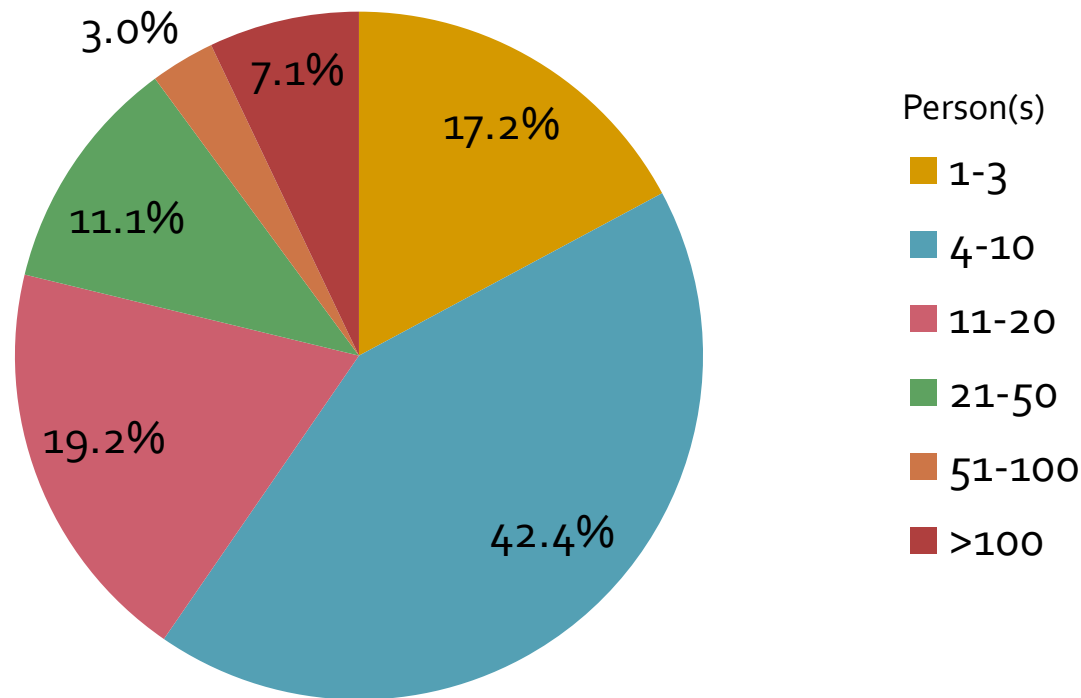


Over half (55%) of the companies were newly established (1-3 years). Overall, 81% of them have been established for less than 10 years. The popularity of Smartphone apps facilitated the growth of a new industry.



# Number of Employees

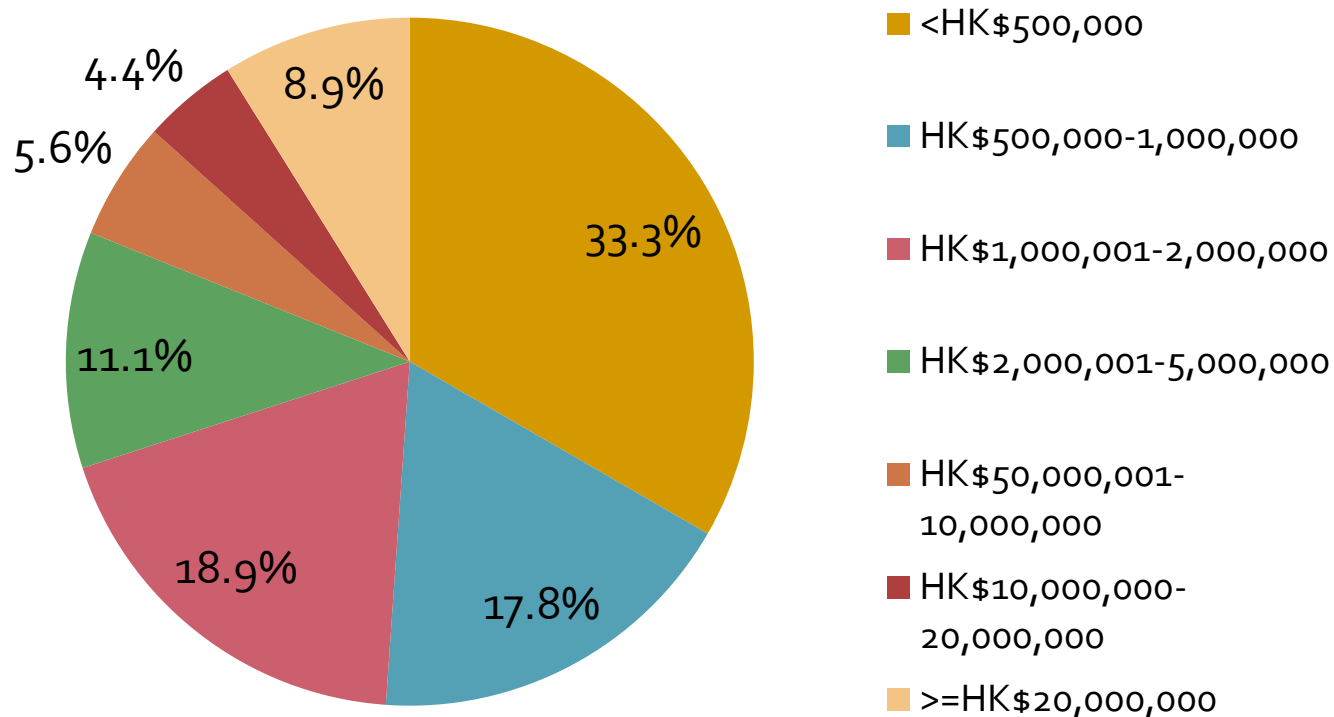
Q/What is the total number of staff in your company?



89.9% of the interviewed companies had below 50 staffs.  
Most of the Apps Development Companies are SMEs.

# Yearly Revenue

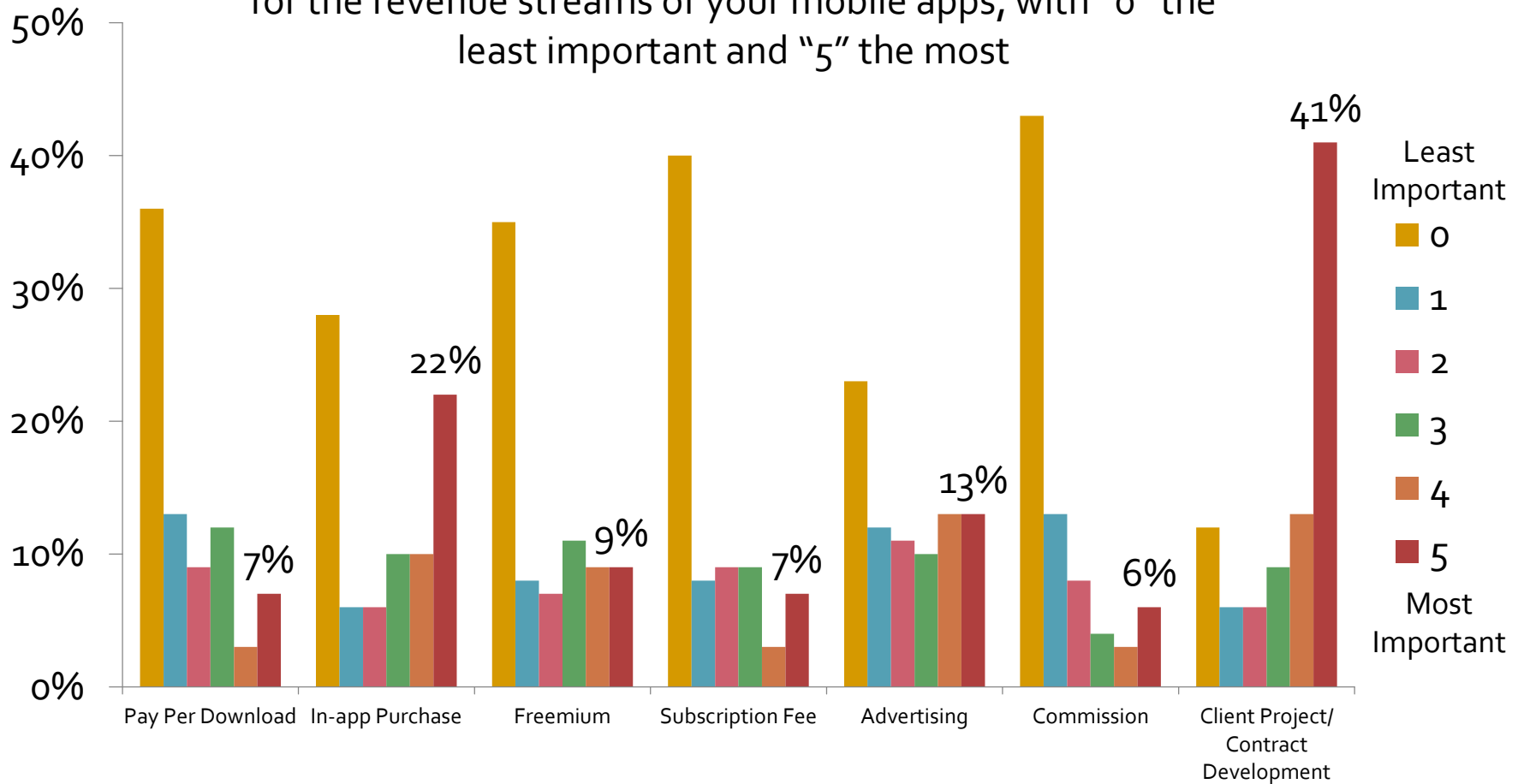
Q/ What is the yearly revenue of your company?



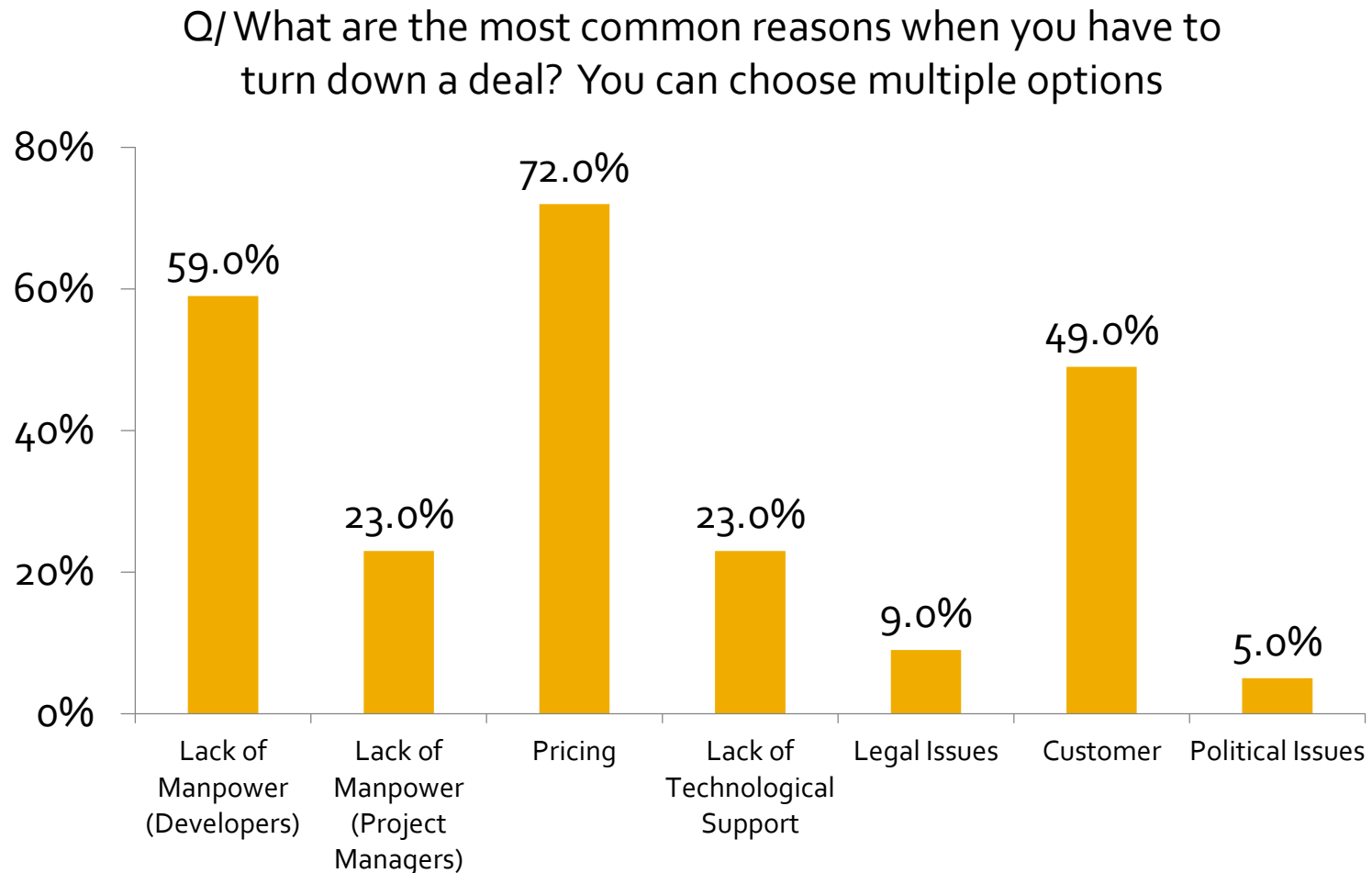
Over 50% of the companies' yearly revenue were less than HK\$1million, showing that those companies were small businesses. Meanwhile, there were companies with yearly revenue over HK\$20 million.

# Mobile Apps Revenue Streams

Q/ Please rate the importance of the following elements for the revenue streams of your mobile apps, with "0" the least important and "5" the most

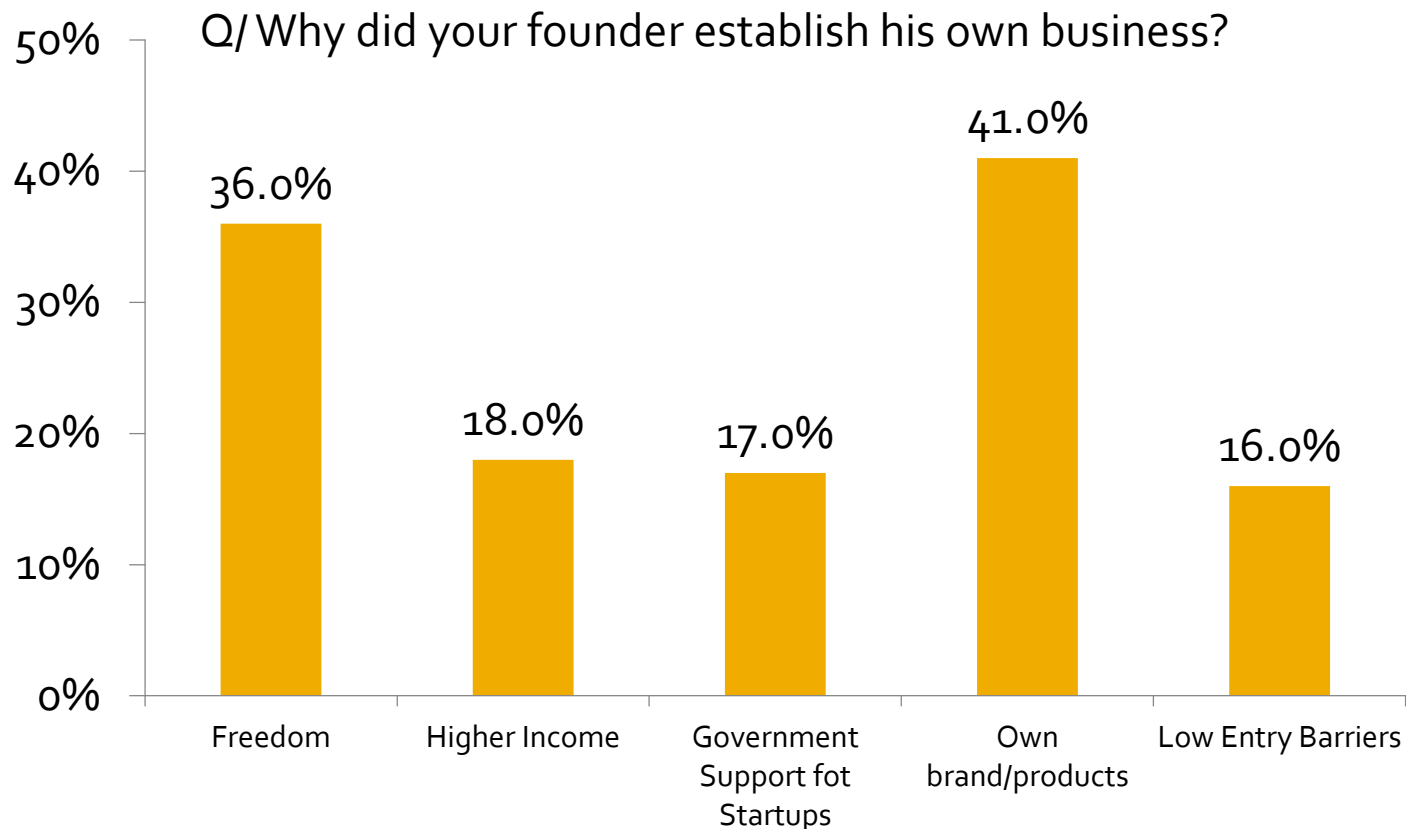


# Reasons for Turning Down a Deal



Lack of manpower (developers) (59%), pricing (72%) and customers' requirements (49%) were the main reasons for the companies to turn down a deal.

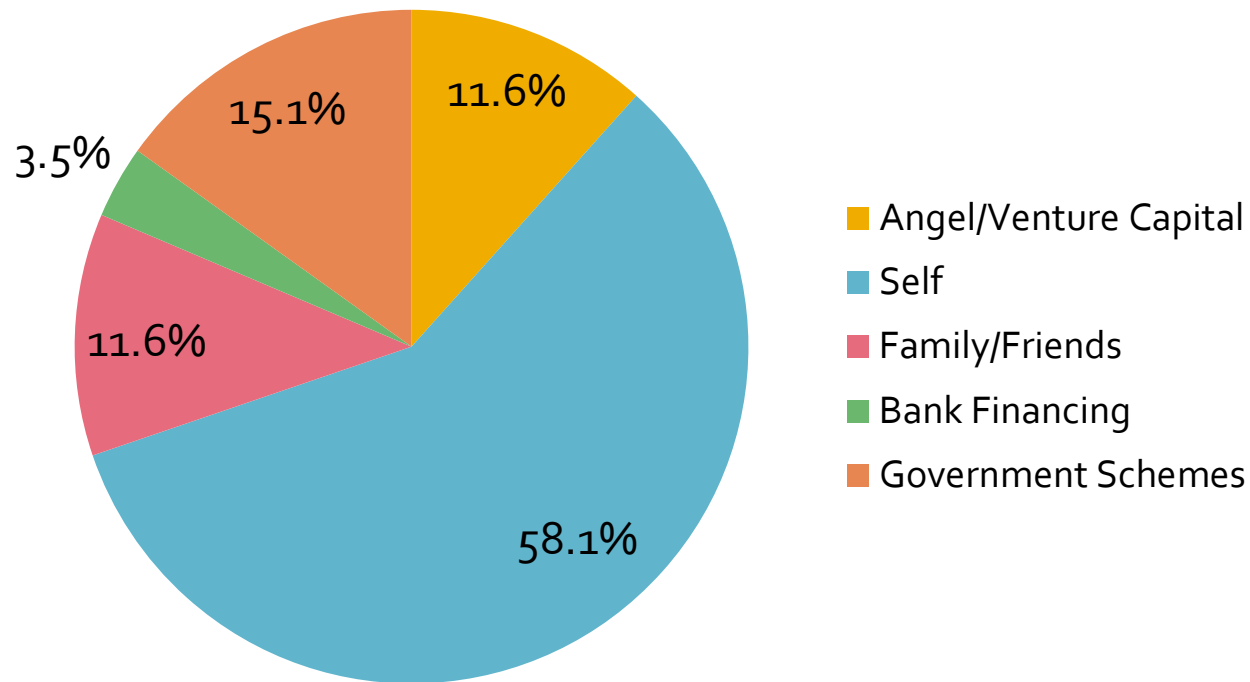
# Reasons for the Founder to Start a Business



Most of the founders formed their new companies with the goal to own their brands / products (41%). They also incline to enjoy the freedom (36%) obtained in their own business.

# Funding Source

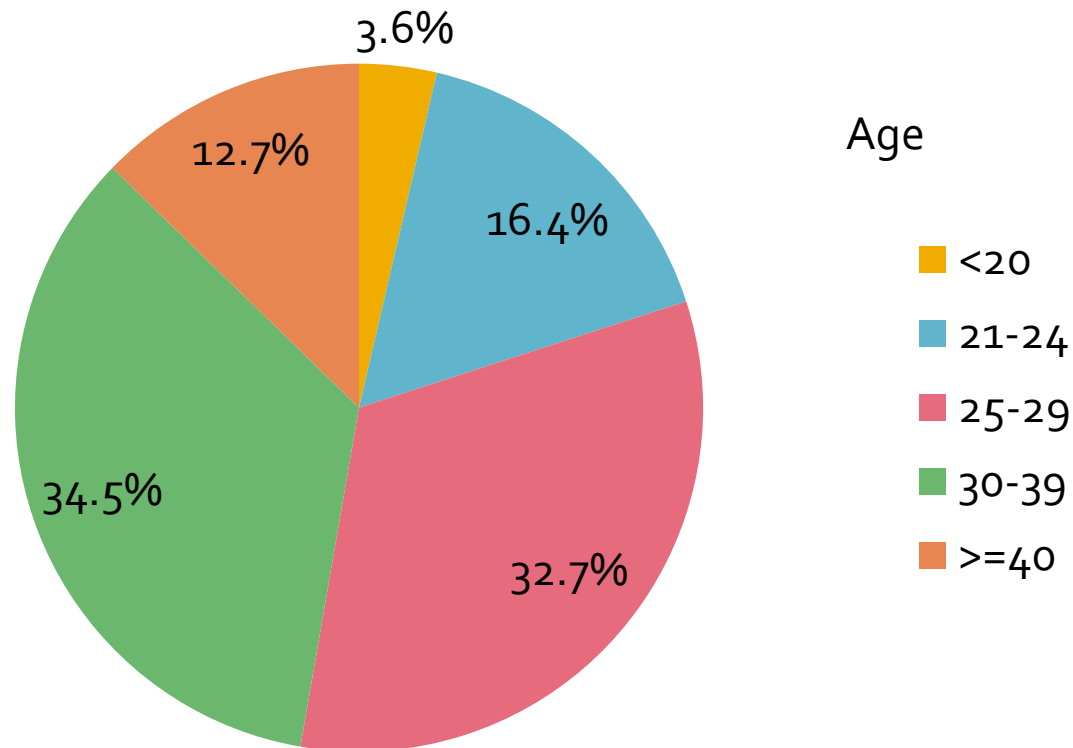
Q/ What was the major funding source when your founder set up his business?



Over half (58%) of the interviewed companies were self-funded at the beginning of the business.

# Age of the Founder

Q/ How old was the Founder when he established the company?

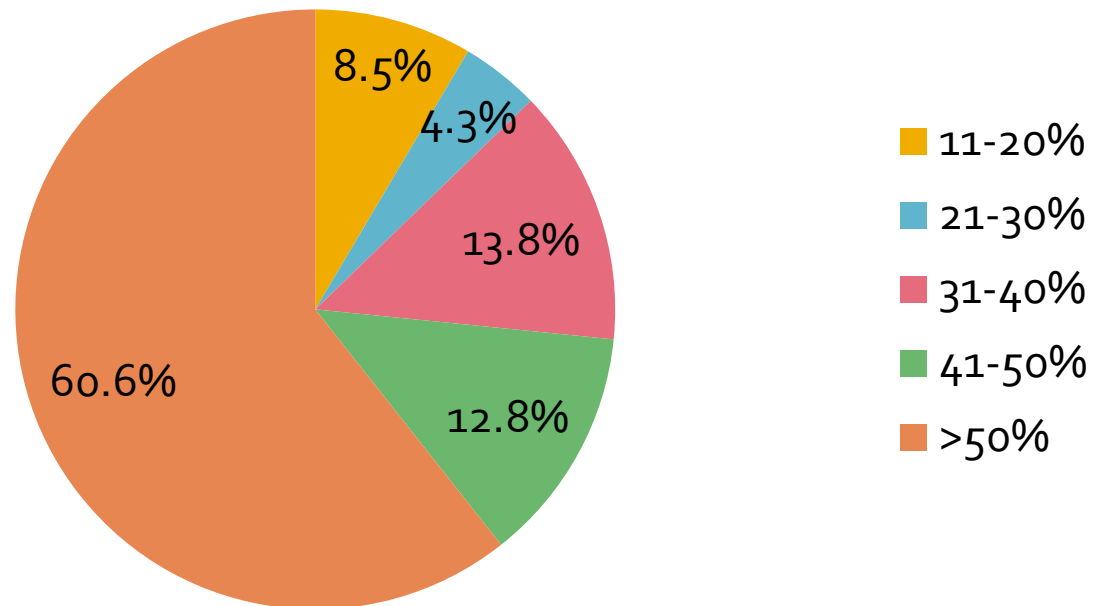


87.3% of the founders were aged below 40, showing that this industry was in the hand of the young people.

# Cost Structure

Q/ Please state the rough cost distribution of the following items:

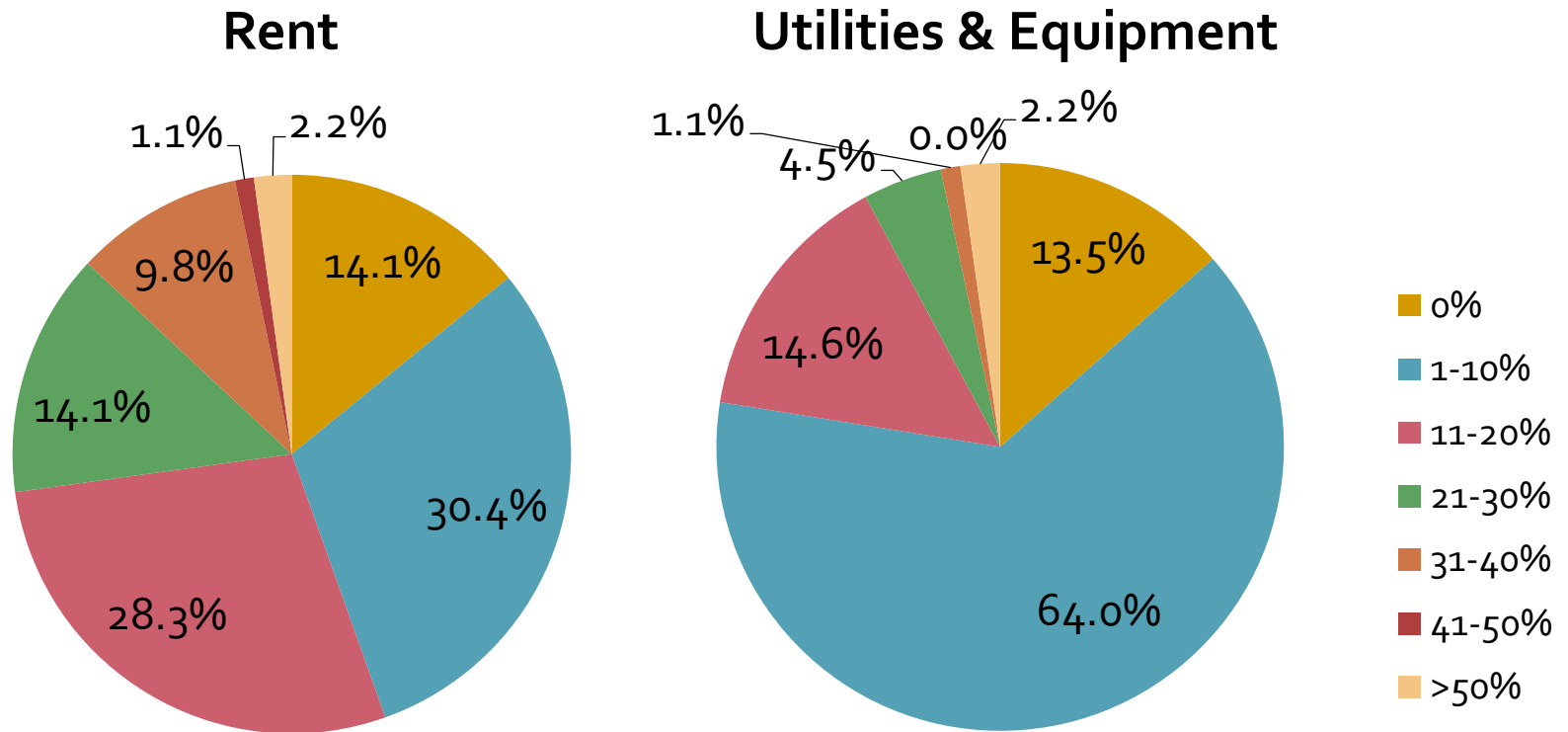
## Staff Costs



61% of the companies spent over half of the revenue on staff. The costs of staff occupied a significant part of the company's expenses.

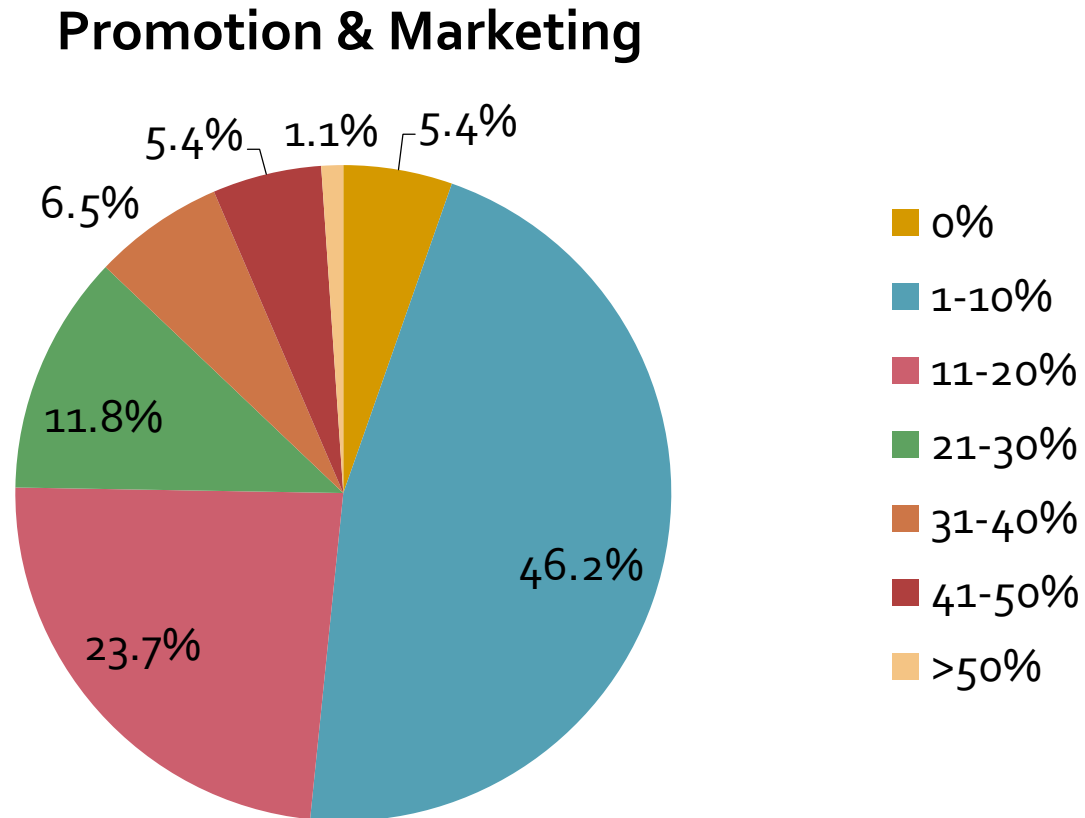


# Cost Structure



As some of the interviewed companies joined the incubation programs offered by different organizations, many of them had relatively less burden on rental and utilities & equipment.

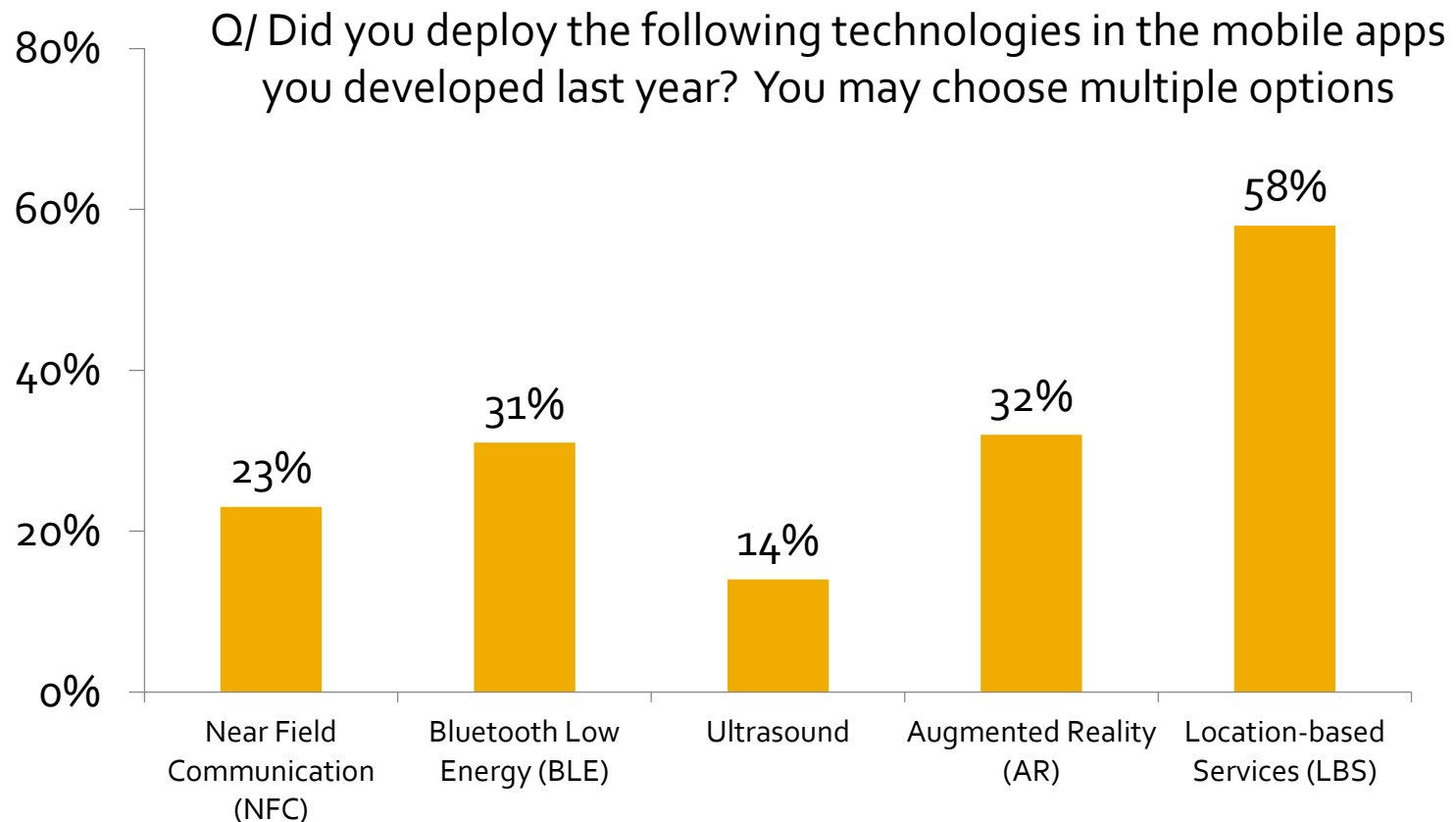
# Cost Structure



Unlike other industries, the interviewed companies spent relatively low portion of their cost on promotion and marketing. They have to focus on product development as it's most crucial to their business.

## 2. Market Analysis & Technology Adoption

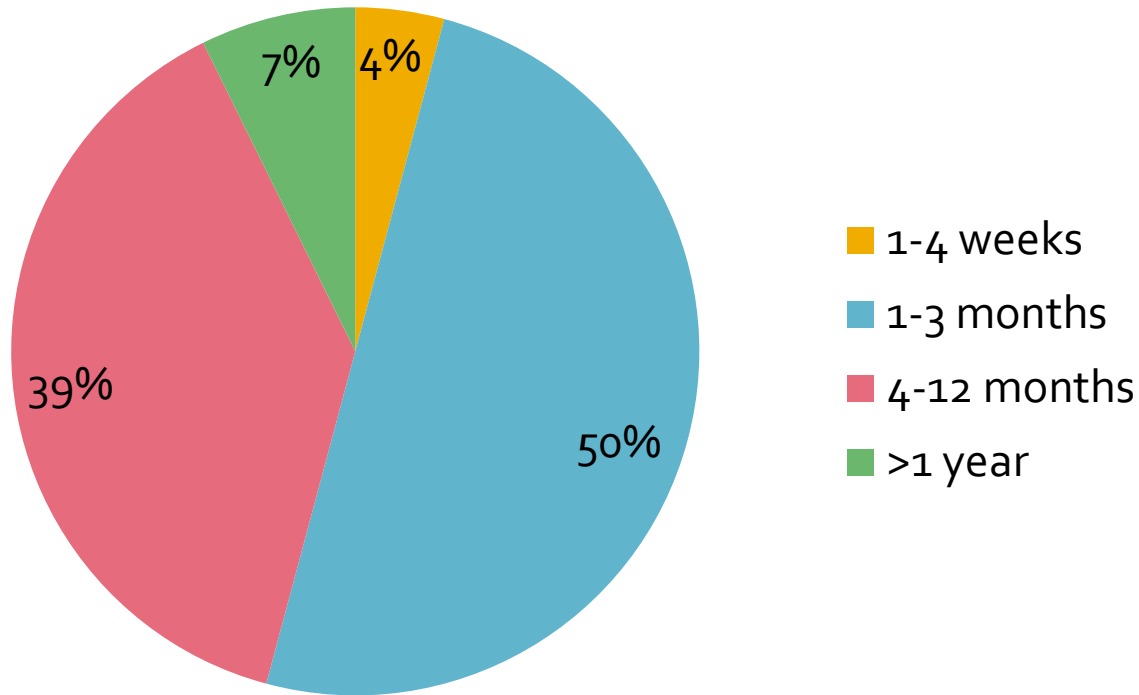
# Technologies Used



Mobile Apps Companies in HK made use of a wide range of technologies on the Apps they developed. Among them, LBS, BLE and AR are the most popular ones.

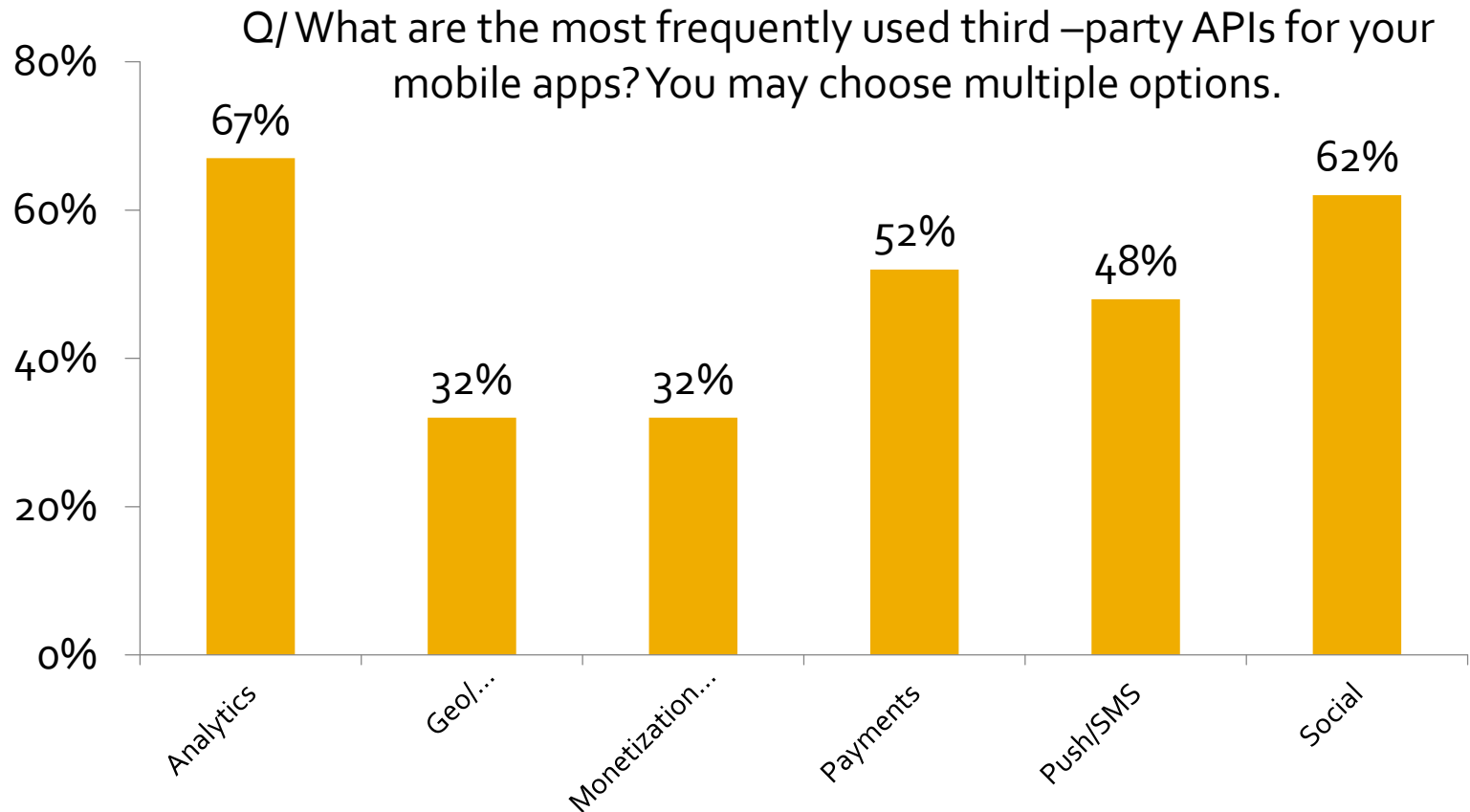
# Product Development Time

Q/How long does it usually take for you to develop a product?



Half of the interviewed developers took less than 3 months to develop an app.

# Third-party APIs

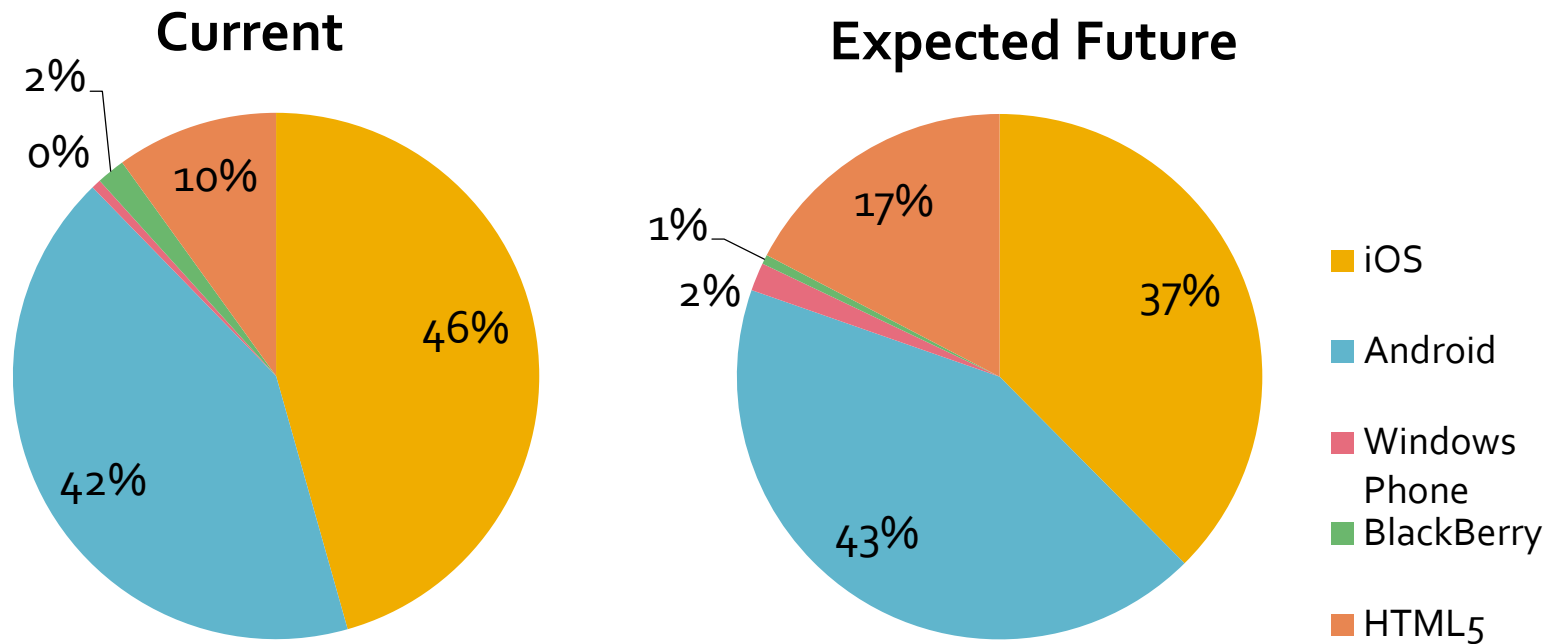


Developers made use of thirty-party APIs to make the mobile apps more functional.

In the survey, 67% interviewees connected their apps to analytics & 62% connected to social media.

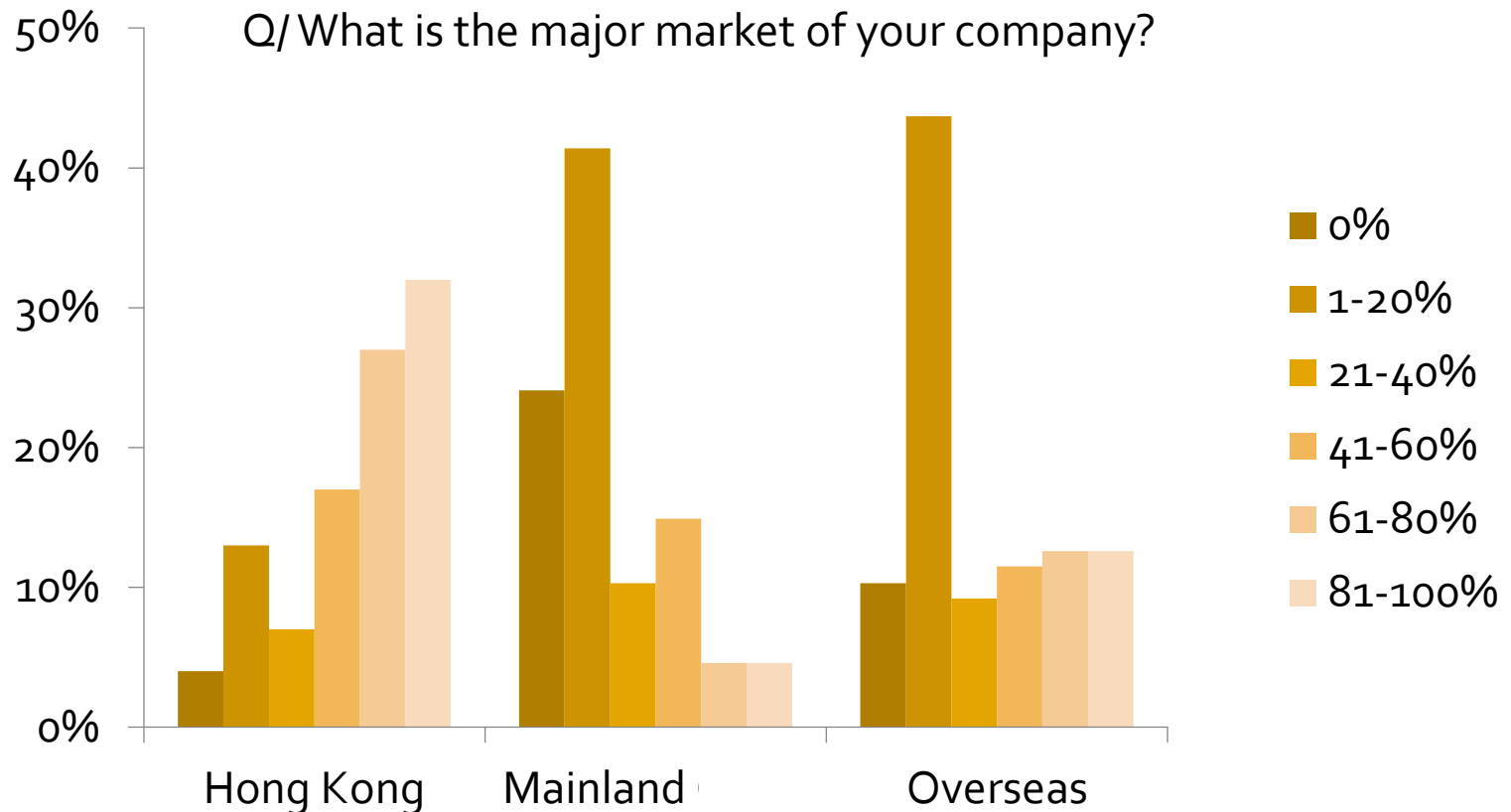
# Most Popular App Platform

Q/ What is the most important mobile platform you currently use and expect to use in the future?



The current app market in Hong Kong was almost equally shared between iOS and Android mobile platforms. But in the expected future, the app market on Android would likely to keep its share while that on iOS would be taken by other platforms such as HTML5.

# Geographical Focus of the Companies

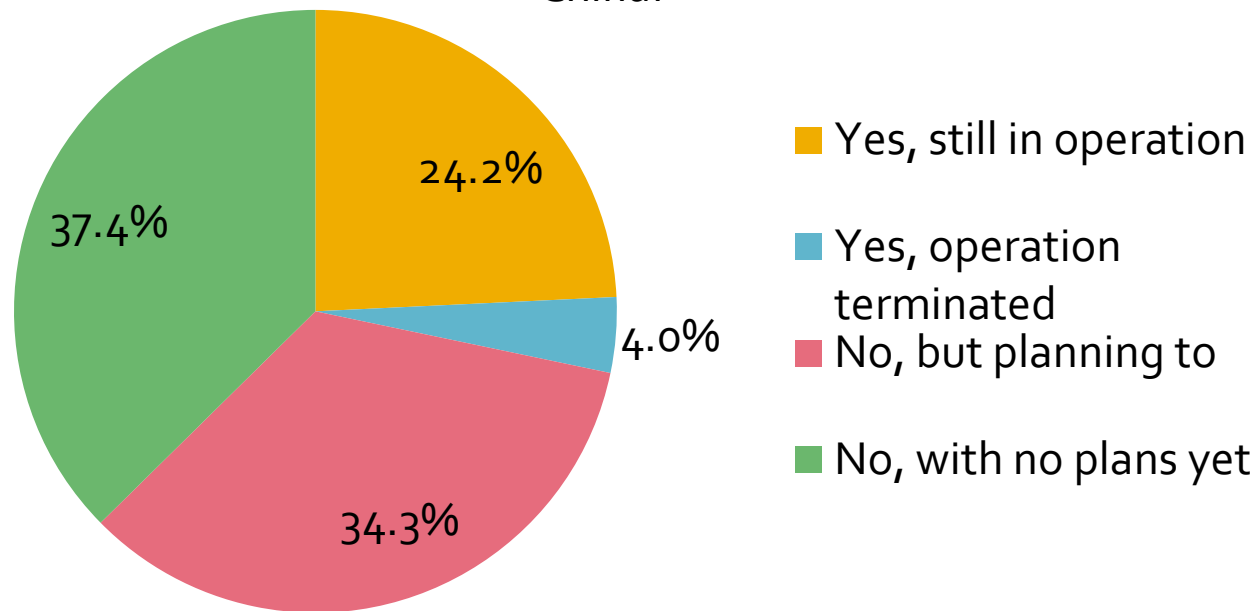


Most of the interviewed companies focused on developing the market in Hong Kong. Not much resources was put to develop the market in Mainland and overseas; Some developers were more inclined to work for the overseas market then in mainland China.



# Attempts to Enter Domestic Market of Mainland China

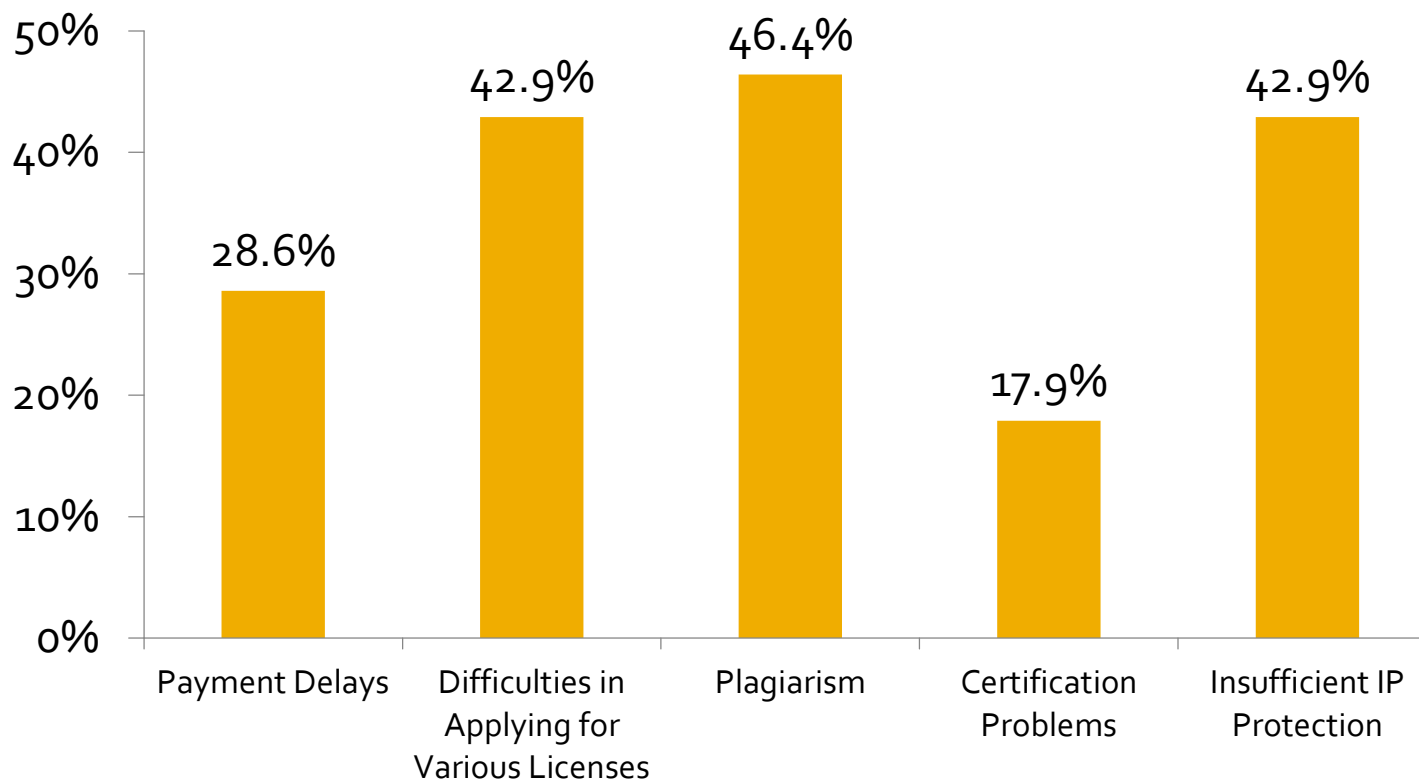
Q/ Have you made attempts to enter the domestic market of mainland China?



With the growth of Mainland market, 28% of interviewees had entered the domestic market and 24% of them were still in operation. Besides, 34% interviewees were planning to enter the domestic market.

# Problems Encountered in the Domestic Market of Mainland China

Q/ What are the most frequent problems you have encountered in the mainland market?

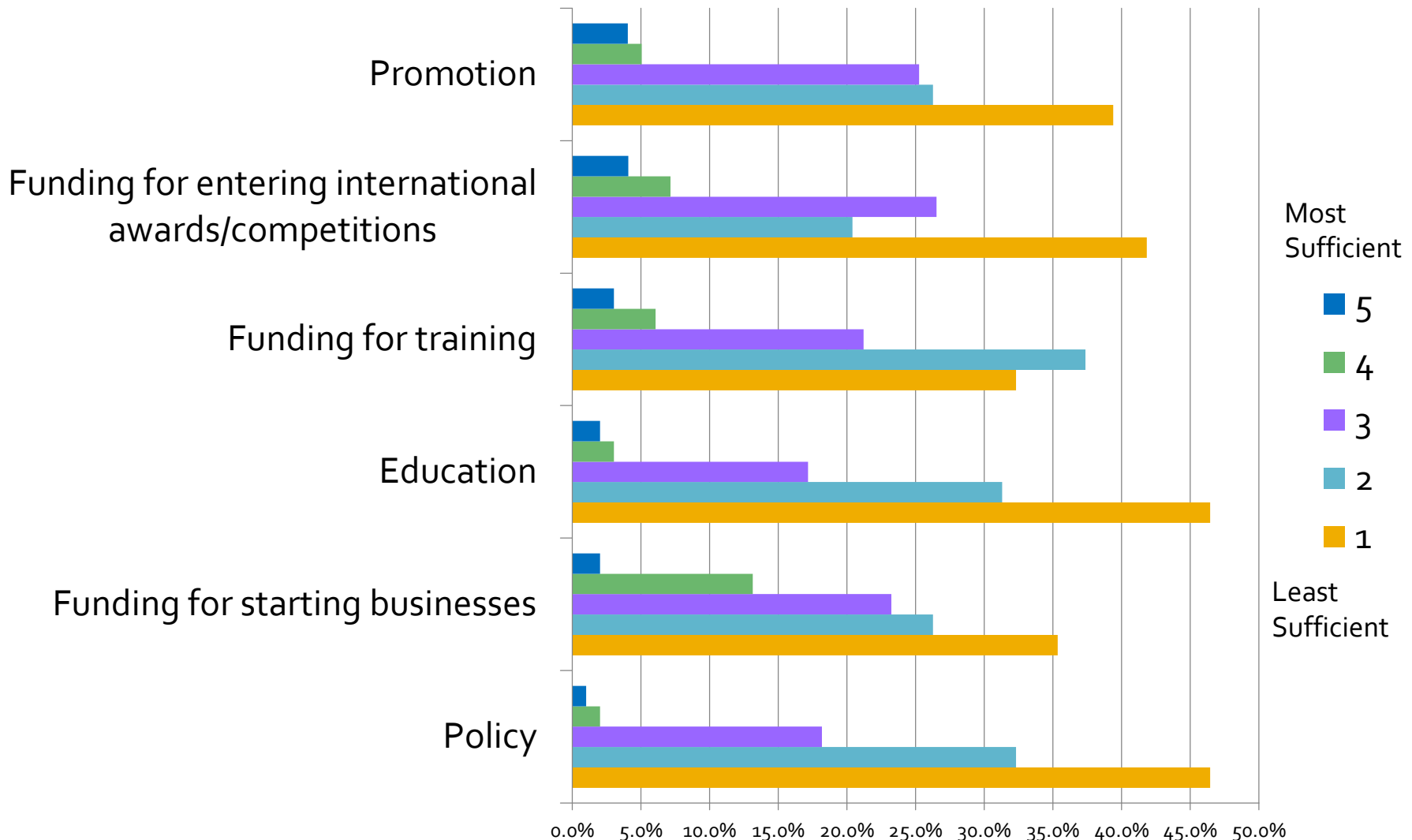


Among the companies which had made attempts in entering the domestic market of Mainland, over 45% of them were worried about the plagiarism issues. Meanwhile, they also faced difficulties in applying for licenses and found IP protection insufficient.

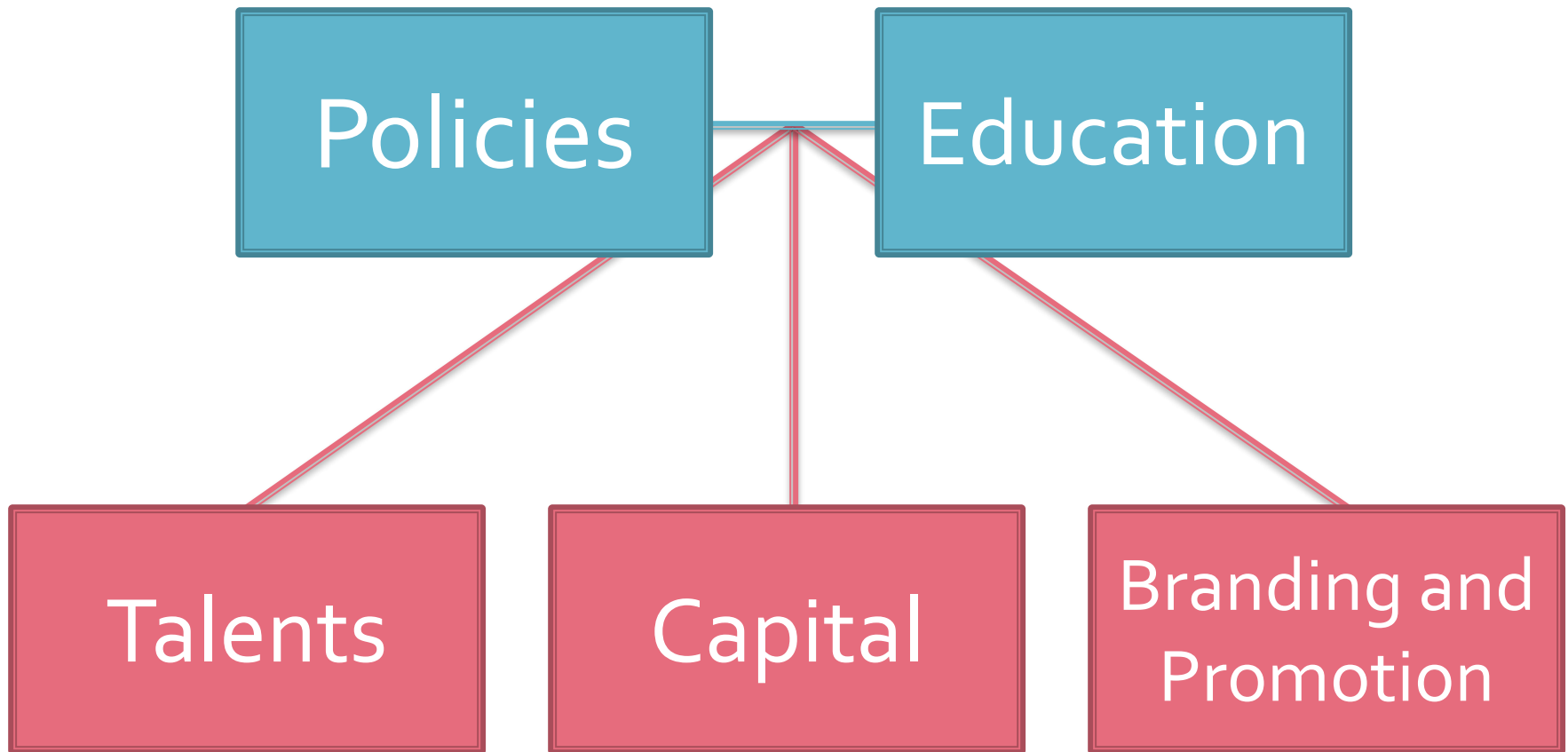
## 3. Recommendations

# Areas for More Government Support

Q/ Do you think there's enough government support? Please rate "1" as the least sufficient and "5" the most.



# Recommendations



# Recommendations

## Key Findings

- Majority of the companies focuses business on
  - ◆ Client Projects
  - ◆ Product Development

## Recommendations

- Develop business partners to widen the customer base
  - ◆ Enter the market of Mainland
  - ◆ WTIA's "Made in Hong Kong" Smartphone App Gallery

# “Made in Hong Kong” Smartphone App Gallery

- “Made in Hong Kong” Smartphone Application Gallery
  - 500 local developed app will be recruited
  - Showcase outstanding local apps
- Hold seminars and Join ICT Expos in China
  - Promote the platform in both Hong Kong and China
- Organize business networking sessions
  - Help Hong Kong app developers meet with potential partners in mainland China
- Conduct training courses
  - Equip app developers with knowledge of the Mainland market
- Produce guidelines
  - Accessible for the public

**1<sup>st</sup> Seminar**  
**25 June (Wed)**

站起來，走出去





**END**

# Disclaimer:

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