Hong Kong ICT Awards 2021 香港資訊及通訊科技獎

Digital Entertainment Award
數碼娛樂獎

Award Streams
獎項組別

Animation and Visual Effects
電腦動畫及視覺特效

Entertainment and eSports Software
娛樂及電子競技軟件

Interaction Design
互動設計*

*Art Tech is newly added content to the Interaction Design award stream in this edition

*藝術科技是今屆新增至互動設計獎項組別的參賽內容

Leading Organiser
籌辦機構

HKDEA

Hong Kong Digital Entertainment Association
香港數碼娛樂協會

Call for Entries
參賽須知

Digital Entertainment Award
數碼娛樂獎

Introduction of Leading Organiser
籌辦機構簡介

The Hong Kong Digital Entertainment Association (HKDEA) was established in 1999 as a non-profit making association comprised of digital entertaining corporations. It is dedicated to the betterment of the local digital entertainment industry.

HKDEA's missions are:

- To promote technology development within the industry in order to deliver internationally competitive products;

- To explore and develop new markets;

- To project a positive image associated with playing video games;

- To discourage software piracy; and

- To facilitate communication and interaction between industries, including toys, entertainment and video games, which are associated with digital entertainment.

The HKDEA was founded during a time when there were relatively few local digital entertainment establishments. It was thus established to provide a mechanism upon which local developers could cooperate to ensure industry-wide prosperity.

Since its establishment, the HKDEA has organised a variety of activities and events including:

- Hong Kong ICT Awards : Digital Entertainment Award
- Hong Kong Digital Entertainment Excellence Awards
- Conferences
- Overseas Promotions
- Local Promotions
- HKDEA Web Site Building
- Seminars and Training

香港數碼娛樂協會(HKDEA)於1999年成立，是一個由多間數碼娛樂公司所組成的非牟利機構，致力改善本地數碼娛樂公司的營商環境。

主要宗旨包括：

- 促進本地數碼娛樂業的技術發展，並製造具有國際競爭力的產品；

- 開拓新市場；

- 向大眾推廣電子遊戲的正面觀念；

- 杜絕盜版軟件，提倡使用正版軟件的意識；

- 促進數碼娛樂與本地各行各業的溝通聯繫和互動性，包括玩具業、傳統娛樂業等。

香港數碼娛樂協會最初是由多間本地數碼娛樂公司所組成，主要目的是提供多元化的合作平台以擴闊營商空間。

自從香港數碼娛樂協會成立後，積極安排各種類型的活動和類別，包括：

- 香港資訊及通訊科技獎：數碼娛樂獎
- 香港數碼娛樂傑出大獎
- 國際會議
- 海外推廣
- 本地推廣
- 香港數碼娛樂協會官方網站
- 研討會及訓練計劃

Background
背景

The Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talent and enterprises in their constant pursuit of creative and better solutions to meet business and social needs.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer, and organised by Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of ICT awards.

There are eight categories under the Hong Kong ICT Awards 2021. There will be one Grand Award in each category, and an "Award of the Year" will be selected from the eight Grand Awards by the Grand Judging Panel.

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和應用，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求更佳和更具創意的方案，滿足企業的營運需要，造福社會。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由政府資訊科技總監辦公室策動，並由香港業界組織及專業團體主辦，目的是為香港建立一個廣受香港社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2021香港資訊及通訊科技獎設有八個類別的獎項。每個類別均設有一個大獎，而最終評審委員會會再從八個大獎中甄選出「全年大獎」。

Objective
目的

The **Hong Kong ICT Awards 2021 : Digital Entertainment Award** seeks to recognise and honour the best works produced by the Hong Kong Digital Entertainment Industry and to promote excellence in this field. The Award will grant around 10 superb productions in terms of the five Judging Criteria. It aims to allow accomplished companies, individuals or teams from this industry to participate in the campaign and show off their talent.

"Certificate of Merit" will be granted to those productions that impress the judging panel in a specific area which is out of the award titles, which aims to encourage the potential participants in the industry.

2021 香港資訊及通訊科技獎 : 數碼娛樂獎 目的旨在表揚本地製作的優秀數碼娛樂作品,並推廣業界的傑出成就和專業精神。在五大評審的準則下,約10個獎項會頒發給表現出色的優秀作品,為的是讓行業內的公司、獨立創作人士或隊伍透過參加本屆比賽,展示他們的才能。

另外,更加設**「優異證書」**給予在評審標準外有優異表現的作品,以鼓勵一些有潛質的參賽者。

Prizes and Benefits for Winners
得獎者的獎勵

The remarkable achievements of the Awards winners (Gold / Silver / Bronze) will be recognised by customers, organisations, the ICT industry practitioners and across the community. Winners will be entitled —

- to receive trophies (Gold / Silver / Bronze) of the Hong Kong ICT Awards;

- to display the official logo of the Hong Kong ICT Awards in their promotional materials;

- to participate in various promotional campaigns to publicise their achievements;

- to be supported for entering into other international awards and competitions;

- to 3 months free access to Lion Rock 72 (co-working space in InnoCentre) or co-working space in Hong Kong Science Park Incubation Centre for SMEs[1];

- to participate in investment matching activities of the Hong Kong Business Angel Network (HKBAN);

- to 3 months free access to Flexi Space in Cyberport Smart-Space for SMEs[2]; and

- to free participation in some large-scale local ICT events (e.g. International ICT Expo) for marketing exposure.

Further details and conditions are available at the website: www.hkictawards.hk

香港資訊及通訊科技獎金/銀/銅得獎者的卓越成就備受各方賞識,包括客戶、機構、業界人士、以至整個社會。得獎者可獲得:

- 授予金／銀／銅獎之獎座;

- 授權在宣傳物品上展示香港資訊及通訊科技獎的標誌;

- 安排於不同類型的推廣活動中宣傳其得獎項目;

- 協助參加其他國際獎項和比賽;

- 免費使用創新中心內的初創協作基地「Lion Rock 72」或位於香港科學園培育中心的共享工作空間三個月(只限於中小企業)[3];

- 參與香港天使投資脈絡舉辦的投資配對活動;

- 免費使用數碼港共享工作空間Smart-Space內的靈活辦工桌三個月(只限於中小企業)[4];及

- 免費參與本地大型資訊及通訊科技活動(如「國際資訊科技博覽」)以拓展商機。

詳情及細則可瀏覽網站:www.hkictawards.hk

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[1] HKSTP offers 1 free seat access to Lion Rock 72 in InnoCentre or co-working space in Hong Kong Science Park Incubation Centre for 3 months (assigned by HKSTP, subject to availability) to SMEs who are HKICT Awards 2021 Gold, Silver or Bronze award winners.

[2] Cyberport offers 1 free Flexi Space in Cyberport Smart-Space for 3 months to SMEs who are HKICT Awards 2021 Gold, Silver or Bronze award winners. The number of flexi-desk offered to ICT Winners is capped to 32. Given the quota, flexi-desk will be offered on a first-come-first-served basis and subject to the availability. Winner shall submit application to Cyberport for the offered flexi-desk on or before 31 Mar 2022 after the announcement of results in Nov 2021. Any submission after the deadline will become ineligible.

[3] 2021 ... Lion Rock 72 (...)

[4] 2021 ... Smart-Space ... / / ... 32 ... 2022 3 31

General Eligibility Requirements
一般參賽資格

1. The applicant must have the intellectual property right and/or legitimate right over the ICT product/service mentioned in the application. The applicant shall disclose disputes any place over the world over intellectual property right about the applicant's ICT product/service, if any, for the Leading Organiser to consider eligibility of the application.

2. The application must be submitted by locally (Hong Kong) registered entities (please enclose Company/Business Registration proof) or residents in Hong Kong[5] at the time of closing for entry enrolment.

3. A significant part of the innovation, design, research and development (R&D) of the mentioned ICT product/service must come from resources in Hong Kong. The applicant should demonstrate significant value-add by the Hong Kong resources contributing to the success of the ICT product/service in the target market.

4. With the exception of the Student Innovation category, the submitted product/service must have been available[6] in the market for at least 3 months or in live operation for at least 3 months at the time of closing for entry enrolment (please enclose proof – e.g. delivery note, invoice, public announcement, advertisement, internal announcement, etc.).

5. The same application is only allowed to be submitted to a maximum of ONE award stream among all the Categories. Any application found to have entered into more than one award stream will be disqualified.

6. Winning entries of the Gold/Silver/Bronze award in previous years of the HKICT Awards can enter the Awards again only if there is significant change or enhancement in the product/service, or for a new award category.

1. 參賽者必須擁有參賽項目所述資訊及通訊科技產品／服務的知識產權及／或合法權益。有關資訊及通訊科技產品／服務如在世界任何地方發生知識產權的爭議，參賽者必須披露，供籌辦機構考慮其參賽資格。

2. 參賽者必須在截止報名時為香港註冊公司（請附上公司/商業登記證明）、機構或香港居民[7]。

3. 參賽的資訊及通訊科技產品／服務項目在創新、設計和研究發展方面的重要部分必須源自香港。參賽者須展示香港資源為其資訊及通訊科技產品／服務帶來顯著增值，促使有關項目在目標市場取得成功。

4. 除學生的獎項類別外，參賽的資訊及通訊科技產品／服務項目必須在截止報名日期前已經在市場上公開發售最少三個月／或開放予下載應用[8]或已經投入運作最少三個月（請附上證明 - 例如送貨單、發票、外發公告、廣告、內部通告等）。

5. 同一參賽項目只可參加各獎項類別的其中一個獎項組別。任何項目如被發現報名參加多於一個獎項組別，將被取消資格。

6. 過往香港資訊及通訊科技獎金、銀、銅得獎項目的產品／服務，必須已作出重大修改或優化，或參加另一個獎項類別，方可再次參賽。

Rules and Regulations
參賽規則

1. Applicants are advised to be aware of the best practice and case-based experience as promulgated by the Office of Privacy Commissioner for Personal Data.

2. Applicants are reminded that any person who, without the permission of Steering Committee of Hong Kong ICT Awards, offers an advantage to parties involved in the Awards as a reward or inducement for doing any act or showing favour in relation to the Awards commits an offence of the Prevention of Bribery Ordinance (Cap. 201).

3. To avoid conflicts of interest and the perception as such, applications for the Awards from sponsors will not be accepted.

4. In case of any dispute, the decision of the Leading Organiser will be final and binding on all parties concerned.

1. 參賽者需留意由私隱專員公署所制訂的最佳行事方式指引及個案經驗。

2. 參賽單位須注意，根據《防止賄賂條例》（香港法例第201章），任何人士如未經香港資訊及通訊科技獎督導委員會許可，向任何參與該獎項事務的工作人員提供任何利益，作為該工作人員作出任何以其工作身分而作的行為的報酬或誘因，或作為與申請該獎時給予任何優待或提供任何協助的報酬或誘因，即屬違法。

3. 為避免利益衝突或任何有關利益衝突的嫌疑，香港資訊及通訊科技獎贊助商的參賽申請將不會被接納。

4. 如有任何爭議，籌辦機構保留最終決定權，參賽者不得異議。

Award Streams
獎項組別

The following Awards will be granted to the best productions:

Animation and Visual Effects: a video or film featuring computer animation and visual effects for mass media

Entertainment and eSports Software : an entertainment and eSports software for computer, mobile device and TV set, including Smartphone Apps, PC games, PC online games, console games, etc.

Interaction Design: Interactive experience in form of digital device, service, solution, immersive design, system design or Art Tech* projects or products applying technologies such as virtual reality, augmented reality, extended reality, real time animation etc.

*Art Tech project is newly added in this edition, including projects or products integrating technology and art / creative industries. In 2020 Policy Address of Chief Executive, the government will actively promote and support the development of Art Tech in Hong Kong.

Under the **Animation and Visual Effects**, three awards are suggested:

• **Gold**   • **Silver**   • **Bronze**

Under the **Entertainment and eSports Software**, three awards are suggested:

• **Gold**   • **Silver**   • **Bronze**

Under the **Interaction Design**, three awards are suggested:

• **Gold**   • **Silver**   • **Bronze**

Certificate of Merit
"Certificate of Merit" will be granted to those entries that impress the judging panel in a specific area which is out of the award titles.

Grand Award
The **Hong Kong ICT Awards 2021: Digital Entertainment Grand Award** will be awarded to the best of the best entries.

以下獎項將頒發予最佳製作：

電腦動畫及視覺特效：以大眾傳播媒體的錄影或影片電腦動畫及視覺特效為特色

娛樂及電子競技軟件：為互聯網、電腦、電視而設計的娛樂及電子競技軟件，包括智能手機遊戲、電腦遊戲、網絡遊戲及電視遊戲等

互動設計：以數碼儀器、服務、解決方案、環境、系統設計等構成互動體驗或應用虛擬實景(VR)、擴增實境(AR)、擴展實景(XR)、實時動畫等科技的藝術科技*項目或產品。

*藝術科技是今屆新增至互動設計組別的參賽內容，包括結合科技、藝術或創意行業的項目或產品。行政長官在二〇二〇年《施政報告》中表示，政府會積極推動和支持藝術科技的發展。

電腦動畫及視覺特效組別，將設三個獎項：

• **金獎**   • **銀獎**   • **銅獎**

娛樂及電子競技軟件組別，將設三個獎項：

• **金獎**   • **銀獎**   • **銅獎**

互動設計組別，將設三個獎項：

• **金獎**   • **銀獎**   • **銅獎**

優異證書
給予在評審標準以外有優異表現的作品，以鼓勵一些有潛質的參賽者

數碼娛樂大獎
最佳的作品可成為**2021香港資訊及通訊科技獎：數碼娛樂大獎** 的得主。

Judging Criteria
評審準則

Award Category 獎項類別

Digital Entertainment Award 數碼娛樂獎

Streams 獎項組別	Animation and Visual Effects Stream 電腦動畫及視覺特效組別	Entertainment and eSports Software Stream 娛樂及電子競技軟件組別	Interaction Design Stream 互動設計組別
Innovation and Creativity in ICT 資訊及通訊科技創新及創意	20%	20%	20%
Functionality 功能	20%	20%	20%
Market Potential/ Performance, Internal User Buy-in or Public Acceptance 市場潛力/表現，內部或公眾接受程度	20%	20%	20%
Benefits and Impact 裨益及影響	20%	20%	20%
Quality 質量	20%	20%	20%

Application Procedures
報名方法

Entrants must submit completed Entry Forms enclosed with:

1. Three images of each entry in jpg format of 300 dpi (maximum file size less than 3MB)

2. Filled in the Entry Form with declaration which related to:

   a) the right of legal use of associated intellectual property rights (copyright, trademarks or patents) and licenses of the submitted entry; or the authorisation of being the proper representative of the submitted entry; **and**

   b) the right of the Leading Organiser to use the submitted entry in any way related to the AWARDS and its activities; **and**

3. Upload full version of the film, animation or video in MP4 format (HD) and the script of the screenplay. The length of Short Film should not be more than 25 minutes. The length of Feature Film should not be less than 25 minutes. (for submissions competing for Animation and Visual Effects streams); **OR**

4. A copy of the entertainment & eSports software / software of interaction design (if any) with basic playing / operating instruction and a demo video of length not more than 10 minutes in MP4 format (HD) (for submissions competing for Entertainment and eSports Software / Interaction Design streams)

Please upload all related videos, documents and files in Google Dive or OneDrive (Outlook) and attach a link in the entry form for the Leading Organiser download.

Applicants must fill in and submit the Entry Form (eForm) as well as the above mentioned materials **by 12:00 noon on 16 July 2021** through our official website: https://www.hkdea.org/ict2021

All personal data submitted by the entrants will be treated as confidential and will not be published without authorisation.

參賽單位須填妥參加表格，並與以下資料一併遞交：

1. 每項作品的三張300 dpi jpg 格式圖像
   （只接受3MB以內的檔案）

2. 於參加表格內所涉及之保障條款，對以下權利作出正式的聲明：

   a）參賽作品的有關版權和專利的合法使用權或／及合法代表權；及

   b）授予籌辦機構權利可使用參賽作品作為2021香港資訊及通訊科技獎 及其他有關活動之用；及

3. 以MP4(高清版)制式上載完整的參賽電影，動畫作品或影像及故事劇本。短片的片長必須為25分鐘以下，電影的片長則必須為25分鐘以上。（只適用於角逐有關電腦動畫及視覺特效的獎項）；**或**

4. 娛樂及電子競技軟件／互動設計的相關軟件（如適用）之正本乙份和基本遊戲／操作說明及一段不多於10分鐘的示範短片，可使用MP4(高清版)制式。（只適用於角逐有關娛樂及電子競技軟件／互動設計的獎項）

請上載所有相關的視頻，文檔和文件至Google雲端硬盤或OneDrive （Outlook） 內，並於參加表格內附上連結以供籌辦機構下載。

參賽單位須將以上資料於**2021年7月16日中午12時正或之前**網上（https://www.hkdea.org/ict2021）遞交。

所有由參賽單位提供之個人資料將絕對保密。未經參賽單位同意下，資料將不會被公開發表。

Timetable
時間表

Official Call for Entries	接受報名	2021.04.23
Deadline for Enrolment	截止報名	2020.07.16
Adjudication	評審	2021.08.04 – 2021.10.07
Categories' Awards Presentation Ceremonies	各獎項類別頒獎典禮	2021.11.15 – 2021.11.23
Awards Presentation Ceremony (Tentative)	頒獎典禮（暫定）	2021.11.23

There will be a Participants Briefing short after the closing of the application submission. Areas of attention for applicants will be highlighted in the Briefing. Past Judges/Assessors and winner will be invited to share their views and experiences.
截止報名後，大會隨即會舉辦參賽單位簡報會，為參賽者摘要介紹需要注意的地方，亦會邀請過往的評委及獲獎單位分享心得和經驗。

Assessment Process
評審過程

In the course of evaluation, assessors may require access to relevant information in the applicant's possession and access to the applicant's premises. The applicant will be notified in advance if such access is required. Any information supplied by the applicant for the purpose of the **Hong Kong ICT Awards 2021** will be treated as confidential, and will not be released by the Leading Organiser and related parties without the applicant's permission.

In 1st Assessment, all entries will be pre-screened by representatives of the industries. In Animation and Visual Effects, Entertainment and eSports Software and Interaction Design streams, videos and all related application materials will be shown to the assessors. A certain no. of entries of each stream will be selected and assessed in the 2nd Assessment (No. of selected entries will be depended on the quality of the entries). In 2nd Assessment is like the 1st Assessment shortlist entries will be proceeded to final judging panel. The Entertainment and eSports Software and Interaction Design streams, entrants will be interviewed with the assessors. In Final Judging Panel, the Grand Award and Award winners will be selected based on judging criteria with a fair and equitable situation. The Grand Award of the Digital Entertainment Award will be required to attend the adjudication on Award of the Year in 2021.

評審期間，評審人員或會索取參賽者持有的資料及作現場參觀，若有這方面的需要，參賽者將預先獲得通知。參賽者就2021香港資訊及通訊科技獎所提供的資料將獲保密處理，未獲參賽者的同意，籌辦機構及有關機構不會發表有關的資料。

第一次評審，所有參賽作品將先由行業代表篩選。在「電腦動畫及視覺特效」，「娛樂及電子競技軟件」及「互動設計」組別，所有影片及參賽資料將展示給各評審。

當中將會從各組別選出一定數目的參賽作品進入第二次評審（入圍作品數量需視乎作品的質素而定）。第二次評審程序，大致與第一次評審相同，獲選入圍參賽單位將參與最後評審。在「娛樂及電子競技軟件」及「互動設計」組別，候選人需參與由評審委員會主持的面試。在最後評審內，將基於公開及公平之原則，按評審準則選出各組別獎項及大獎得主，而評審程序大致與以上相約。**2021香港資訊及通訊科技獎：數碼娛樂獎大獎**得主將成為年度大獎的候選者。

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