

Background of Matching Grant

Activities on illegal file sharing of digital content is becoming a big problem in Hong Kong, resulting in huge lost of revenue from movies, music, software and the publishing industry. Digital Rights Management (DRM) technology is believed as an effective tool to balance the need of rights owners and end uses; by authoring the use of digital content with technological measures. DRM has gained some initial success in different parts of the world. For Hong Kong, business model and technology based on DRM is still in a development stage.

Objectives of Matching Grant

- Encourage the creative and innovation use of DRM technology for betterment of the community.
- Increase the know-how and awareness of DRM among IT professionals
- Provide financial assistance to assist the development of digital content distribution application based on DRM technology.

Matching Grant and application procedure

Grants maybe awarded for less than the full amount requested, based upon discretion of the matching grant vetting committee and the funds available. Award projects must be conducted between December 1, 2006 and November 31, 2007. A final report of the project and how the grants were utilized must be submitted to Cyberport by December 15, 2007. The grant will be issued only after the project is developed on schedule and launched with the final report accepted by the vetting panel.

A 6 members vetting committee will review all funding requests that are properly completed and submitted by October 31, 2006 deadline.

Evaluation of Applications :

- Creativity and Innovation
 - -Whether the concept is original and innovative with creativity in mind.
- Community Benefits
 - -Whether the application will bring social benefits for betterment of the community.
- Business model and marketability
 - -Whether the application has good potential for commercialization.
- Implementation and milestone
 - -Whether the application will be finished with a reasonable timeframe.
- Competence & readiness of company/team
 - -Whether the team will be able to deliver the proposed application.

The vetting committee will require each applicant to be available for a question and answer session for presentation of the proposal. The date and time of the questions and answer session will be provided to short-listed applicants.

Completed applications must be typed and printed, using a font size not smaller than 10-point. Application should be send by post or delivery by hand to the following address on or before October 31, 2006 before 5:00 pm. Selected applications will be notified by November 30, 2006

Attn : Application for the Matching Grant for Innovative application of Digital Rights Management (DRM) technology.
Address : Units 1102 – 1104, Level 11, Cyberport 2, 100 Cyberport Road, Hong Kong Cyberport Management Company Limited

Enquiry

Please contact us at (852) 2989 6015 or email to iresource@cyberport.hk