



INTERNATIONAL
CONFERENCE

NEW DIRECTIONS
IN THE
DEVELOPMENT OF
**CREATIVE
& MEDIA
INDUSTRIES**

Date: 7-8 June 2013 (Fri – Sat)
Venue: The C-Centre, 3/F, Humanities Building, New Asia College,
The Chinese University of Hong Kong
Enquiry: (852) 3943 5353
Website: <http://creativeindustries.com.cuhk.edu.hk/conference/>
Facebook: <http://www.facebook.com/creativeindustriesconference>



School of Journalism
and Communication
新聞與傳播學院



The C-Centre
Centre for Chinese Media and
Comparative Communication Research
中華傳媒與比較傳播研究中心



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International Conference
New Directions in the Development of Creative and Media Industries

Organized by

**School of Journalism and Communication,
The Chinese University of Hong Kong**

Program Schedule

Date: 7-8 June 2013 (Fri-Sat)

Venue: The C-Centre, 3/F, Humanities Building, New Asia College, CUHK

Co-Conveners: Prof. Anthony Y.H. FUNG
School of Journalism and Communication, The Chinese University of Hong Kong
Prof. Joseph M. CHAN
School of Journalism and Communication, The Chinese University of Hong Kong
Prof. Matthew M.T. CHEW
Department of Sociology, Hong Kong Baptist University

Time Allocation

Presentation: 20 minutes each

Discussion: 15 minutes for all panelists

Q&A: 15 minutes

Day 1 – Friday, 7 June 2013

MORNING

9:30am – 10:00am

Tea & Coffee

10:00am – 10:15am

Opening Ceremony

Co-Chairs Prof. Anthony Y.H. FUNG

Director and Professor, School of Journalism and Communication, The Chinese University of Hong Kong, HK

Prof. Matthew M.T. CHEW

Assistant Professor, Department of Sociology, Hong Kong Baptist University, HK

10:15am – 11:45am

Panel 1: Problematizing Game Industries as Creative Industries

Chair Prof. John ERNI

Head and Professor, Department of Cultural Studies, Lingnan University, HK

Presenters **Creative Industry and Cultural Policy in Asia Reconsidered**

Prof. Anthony Y.H. FUNG

Director and Professor, School of Journalism and Communication, The Chinese University of Hong Kong, HK

Whoever Speaks of Administration Speaks of Culture, Whether It Is His / Her Interest or Not...Creative Industries and Japanese Experiences

Prof. Koichi IWABUCHI

Director and Professor, Monash Asia Institute, Monash University, Australia

Before the Gold Rush: Creativity without Industry in China

Prof. Michael KEANE

ARC Centre Professorial Fellow, Creative Industries Faculty, Centre of Excellence in CIF, Queensland University of Technology, Australia

Panelists Discussion and Q&A Session

11:45am – 12:15pm

Studio Tour and Group Photo

12:30pm - 2:00pm Lunch at The Stage (3/F, Chen Yu Tung Building)

AFTERNOON

2:00pm – 3:30pm

Panel 2: Comparative Cultural Policy (I): Japan, Korea and SE Asia

Chair Prof. Koichi IWABUCHI
Director and Professor, Monash Asia Institute, Monash University, Australia

Presenters **Revisiting Creative Industry Models for Game Industry Development in Southeast Asia**

Prof. Peichi CHUNG
Assistant Professor, Department of Cultural and Religious Studies, The Chinese University of Hong Kong, HK

The Role of Dual Institutional - and Technological Entrepreneurship in the Formation of the Japanese Social Game Industry

Dr. Mirko ERNKVIST
Jan Wallander Post-doctoral Researcher, The Ratio Institute, Sweden

Media Globalization in Cultural Industries on 21st Century: A Case Study of Taiwan's Online Gaming Industry

Prof. Lai Chi CHEN
Associate Professor, School of Journalism and Communication, Shantou University, China

Panelists Discussion and Q&A Session

3:30pm – 4:00pm Coffee Break

4:00pm – 5:50pm

Panel 3: Comparative Cultural Policy (II): US, Europe and Australia

Chair Prof. Michael KEANE
ARC Centre Professorial Fellow, Creative Industries Faculty, Centre of Excellence in CIF, Queensland University of Technology, Australia

Presenters **Innovation in the Australian Interactive Entertainment Industry: The Halfbrick Story**

Dr. John BANKS
Senior Lecturer, Creative Industries Faculty, Queensland University of Technology, Australia

In Policy We Trust: A Survey of the European Game Industry

Prof. Jeroen de KLOET
Professor of Globalisation Studies and Director of the Amsterdam Centre for Globalisation Studies (ACGS), University of Amsterdam, the Netherlands

Dutch Design - The Political Economy of the Dutch Games Industry

Dr. David B. NIEBORG
Researcher, Faculty of Humanities, University of Amsterdam, the Netherlands

Governance Challenges in the Global Games Industry
Mr. Darryl P. WOODFORD
Postdoctoral Research Fellow, ARC Centre of Excellence for Creative Industries & Innovation, Queensland University of Technology, Australia

Panelists Discussion and Q&A Session

6:30pm – 9:00pm Dinner at Fung Lum Restaurant

Day 2 – Saturday, 8 June 2013

MORNING

9:30am – 9:45am

Tea & Coffee

9:45am – 11:15am

Panel 4: Case Studies: Chinese Game Industries as Emerging Market

Chair

Prof. Anthony Y.H. FUNG
Director and Professor, School of Journalism and Communication, The Chinese University of Hong Kong, HK

Presenters

The Online Games Industry in China, 1995-2013: A Critical Cultural Perspective

Prof. Matthew M.T. CHEW
Assistant Professor, Department of Sociology, Hong Kong Baptist University, HK

Beyond the Game of Cat and Mouse: Challenges of Discoverability and Piracy in Mobile Gaming Market

Dr. Elaine J. ZHAO
Postdoctoral Research Fellow, ARC Centre of Excellence for Creative Industries and Innovation, Queensland University of Technology, Australia

China's (new) Media Ethic: Negotiating Policy and Practice in China's Online Games Regulation

Ms. Lara ARNASON
PhD Candidate, Chinese Studies, The University of Edinburgh, United Kingdom

Panelists Discussion and Q&A Session

11:15am – 11:30am Coffee Break

11:30am – 1:00pm

Panel 5: Online and Mobile Games, Development, Strategies and Studies

Chair

Prof. Matthew M.T. CHEW
Assistant Professor, Department of Sociology, Hong Kong Baptist University, HK

Presenters

The Place of the Mobile: Emplaced Cartographies, Camera Phone Ethnographies and Locative Media Games

Prof. Larissa HJORTH
*Associate Professor and Co-director of Digital Ethnography Research
Centre, School of Media and Communication, RMIT University,
Australia*

The Decline of MMOs

Prof. Richard A. BARTLE
*Visiting Professor, School of Computer Science and Electronic
Engineering, University of Essex,
United Kingdom*

**Online Game Worlds as a Virtual Co-presence across National
Borders**

Prof. Holin LIN
Professor, Department of Sociology, Taiwan University, Taiwan
Prof. Chuen Tsai SUN
*Professor, Department of Computer Science, Chiao Tung
University, Taiwan*

Panelists Discussion and Q&A Session

1:00pm – 2:30pm Lunch at Guest House

AFTERNOON

2:30pm – 4:00pm

Panel 6: Reconfiguration of Media Industries

Chair Prof. Joseph M. CHAN
*Professor of Journalism and Communication and Director of the C-
Centre, The Chinese University of Hong Kong, HK*

Presenters **After “The Media”? Reflections On The Future Social Legitimacy of
Media Institutions**

Prof. Nick COULDRY
*Head and Professor, Department of Media and Communication,
Goldsmiths College, University of London, United Kingdom*

**The Alchian-Allen Theorem and the Evolution of New Media
Industries**

Prof. Jason POTTS
*Associate Professor, School of Economics, Finance and Marketing,
RMIT University, Australia*

**Crossing Media Boundaries: New Delivery Modes for Journalism in
Hong Kong**

Prof. Clement SO
*Professor, School of Journalism and Communication, The Chinese
University of Hong Kong, HK*

Panelists Discussion and Q&A Session

4:00pm – 4:30pm

Roundtable:

Co-chairs Prof. Anthony Y.H. FUNG
*Director and Professor, School of Journalism and Communication,
The Chinese University of Hong Kong, HK*

Prof. Joseph M. CHAN
*Professor of Journalism and Communication and Director of the C-
Centre, The Chinese University of Hong Kong, HK*

Prof. Matthew M.T. CHEW
*Assistant Professor, Department of Sociology, Hong Kong Baptist
University, HK*

***5:00pm – 9:00pm Post-Conference Dinner and Cultural Activity at SoHo District
–Lin Heung Tea House, PiyoPiyo Yakitori & Sake Bar
(By Invitation Only)***