

「演出娛樂行業論壇」 <Performance and Entertainment Industry Forum>

澳門威尼斯人金光展館 D 展館主舞台 Main Stage at Hall D Cotai Expo, The Venetian Macao

2023 年 11 月 18 日 (星期六) 18th Nov 2023 (Sat)

主題：粵港澳大灣區文化及演出融合與促進

Theme: Integration and Promotion of Culture and Performances in
Guangdong-Hong Kong- Macao Greater Bay Area

探討在粵港澳大灣區的文化背景下，演出市場的現狀與發展趨勢，在促進文化及演出融合的過程中所面臨的挑戰，
機遇和合作模式。更好地瞭解政府在推動文化及演出事業融合方面的政策和未來發展的新方向

Discuss the current status and development trends of the performance market, as well as the challenges, opportunities,
and cooperation models in the process of promoting cultural and performance integration of the Greater Bay Area in
Guangdong-Hong Kong-Macao. Further to explore the government's policies and new directions for the future
development of performance industry

時間 Time	時間 Time	演講嘉賓 Guest Speaker	議題 Topic
11:00	11:15 (15 分鐘)	鄭繼明 代局長 澳門特別行政區政府文化局 Cheang Kai Meng, Philip , Acting President Cultural Affairs Bureau of the Macao Special Administrative Region Government	主題演講： 政府如何助力文化藝術產業發展 Keynote Sharing: Exploring How The Government Supports The Development Of The Cultural And Creative Industries
11:20	12:10 (50 分鐘)	主持人： 唐月明 ，國家音樂產業基地 負責人，無限星空音樂 集團 創始人兼 CEO 嘉賓： <ul style="list-style-type: none"> • 鄭繼明，澳門特別行政區政府文化局 代局長 • 洪迪，華人文化演藝 首席執行官 • 潘才俊，騰訊音樂娛樂集團 集團副總裁，內容合 作部總裁 • 沈黎暉，摩登天空 CEO • 馬新，北京抖音信息服務有限公司 抖音明星合 作負責人 Moderator: Andy Tang , National Music Industry Base, Head; Infinite Star Music Group, Founder & CEO Panelists: <ul style="list-style-type: none"> • Cheang Kai Meng, Philip, Cultural Affairs Bureau of the Macao Special Administrative Region Government, Acting President • Hung Tik, CMC Live, CEO 	圓桌分享：《跨界跨地合作的挑戰、實踐、對策和 未來》 <ul style="list-style-type: none"> • 宏觀分析大灣區的文化及演出的合作挑戰和機 遇 • 了解不同地域的政策和項目的規條與資助 • 聚焦小規模企業的支援計劃 • 分享有關成功跨界跨地的合作項目 Roundtable Sharing: Unraveling the Challenges, Practices, Innovative Strategies, and the Future of Cross-Border and Cross- Regional Cooperation <ul style="list-style-type: none"> • Macro analysis of the challenges and opportunities for the cultural and performance cooperation in the Greater Bay Area • Understand the policies, programs, regulations, and funding in different regions • Focus on support plans for small-scale enterprises • Share successful cross-border and cross- regional cooperation projects

		<ul style="list-style-type: none"> • Pan Tsai Chun, Tencent Music Entertainment Group, Group VP, President Content Cooperation • Shen Li Hui, Modern Sky Entertainment, CEO • Ma Xin, Douyin, Head of Artist Partnership 	
12:15	13:05 (50分鐘)	<p>主持人: 高俊輝, 人才發展委員會 委員</p> <p>嘉賓:</p> <ul style="list-style-type: none"> • 梁怡安, 澳門特別行政區政府 教育及青年發展局 中學教育處 處長 • 張志慶, 澳門科技大學人文藝術學院 院長 • 陳理理, 澳門演藝學院, 代院長 • 譚天玄, 粵港澳大灣區音樂藝術聯盟 常務副主席 • 鍾楚霖, 亞太現場演出行業協會 執行委員會委員 • 王祖藍, 手工藝創作有限公司 創辦人, 知名藝人 <p>Moderator: Gary Kou, Talent Development Committee, Member</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Leong I On, Education and Youth Development Bureau, MSAR, Head of Division of Secondary Education • Zhang Zhi Qing, Macau University of Science and Technology, Faculty of Humanities and Arts, Dean • • Tan Tian Xuan, GD-HK-Macao Greater Bay Area Music and Art Alliance, Executive Vice Chairman • Jones Chong, Asia-Pacific Live Performance Industry Association, Executive Committee 	<p>圓桌分享: 《大灣區演出娛樂行業人才培育及產業發展》</p> <ul style="list-style-type: none"> • 大灣區演出人才如何與國家融合發展 • 關注如何培養和發展演出人才及教育體系 • 討論吸引業界高端人才來澳發展等政策 <p>Roundtable Sharing: Nurture Performance and Entertainment Talent in Greater Bay Area and Foster Industry Growth</p> <ul style="list-style-type: none"> • How Hong Kong and Macao's performance talents integrate with the country's development • Focus on how to cultivate and develop performance talents and education systems • Discuss policies to attract high-end talents from the industry to develop in Macao

2023年11月19日(星期日) 19th Nov 2023 (Sun)

主題: 演出行業新技術、新思路、新格局

Theme: Unveiling Emerging Technologies and Trends in the Performance and Entertainment Industry

分析演出行業如何應對和利用新的技術、思路和格局帶來的變化。隨著科技的不斷發展, 演出行業也在不斷演進。新技術如虛擬現實(VR)、增強現實(AR)、人工智慧(AI)等為演出提供了更多的創意和可能性。新思路則包括創新的演出形式、內容和觀眾互動方式。新格局則指的是演出行業的全球化 and 數位化。通過這議題來探討這些變化以推動演出行業的進步和發展

Analyze how the performance industry can respond to and utilize the changes brought about by new technologies, ideas, and patterns. With the continuous development of technology, the performance industry is also constantly evolving. New technologies such as virtual reality (VR), augmented reality (AR), artificial intelligence (AI), etc., provide more creativity and possibilities for performances. New ideas include innovative performance forms, content, and audience interaction methods. The new pattern refers to the globalization and digitization. By exploring this topic, we can promote the progress and development of the performance industry

時間 Time	時間 Time	演講嘉賓 Guest Speaker	議題 Topic
11:00	11:50 (50分鐘)	<p>主持人: 吳鴻祺, 博維智慧科技有限公司 執行董事</p> <p>嘉賓:</p> <ul style="list-style-type: none"> 張韶容, 螞蟻集團亞運辦公室 總經理 孫董維, 世優綠洲(上海)數字 技術有限公司 執行總經理 雷瑞強, GPTBots Hong Kong Limited 首席業務官 馬新, 北京抖音信息服務有限 公司 抖音明星合作負責人 謝嘉豪, 亞太現場演出行業協 會 執行委員會委員 胡曉鵬, 廣州本色文化投資有 限公司, 製作總監 <p>Moderator: Ng Hong Kei, BoardWare Intelligence Technology Ltd, Executive Director</p> <p>Panelists:</p> <ul style="list-style-type: none"> Zhang Shaorong, Ant Group Asian Games Office, General Manager Tony Sun, 4U TECH, Executive General Manager 	<p>圓桌分享: 《演出創新和轉型下帶來的新觀感》</p> <ul style="list-style-type: none"> 通過使用 VR 和 AR 設備, 觀眾可以親身體驗到沉浸式的演出, 與表演者進行互動, 甚至參與到演出中。這種技術的應用不僅增加了觀眾的參與感, 還可以拓展演出的創意和表現方式 人機交互技術發揮在舞臺上, 可扮演角色或參與舞臺等演出, 甚至可以與表演者進行互動。這些高科技設備的運用不僅增加了演出的創意和視覺效果, 還提供了更多的表演可能性 數字化與大型活動的結合, 創造一站式的觀賞服務和體驗 AI 數字人技術的深度研發和全場景帶來的應用 <p>Roundtable Sharing: Revolutionizing Perceptions: The Impact of Performance Innovation and Transformation</p> <ul style="list-style-type: none"> Through the use of VR and AR devices, audiences can experience immersive performances, interact with performers and even participate. This application not only increases the involvement of audience but also expands the creativity and expression of the performance Human-machine interaction technology can be used on stage to play roles or participate in performances, and even interact with performers. The creativity and visual effects of the performance is enhanced and provides more possibilities for development Integration of Digitization with large-scale events, creating all-in-one viewing services and experiences

		<ul style="list-style-type: none"> • Tommy Lui, GPTBots, Chief Business Officer • Simon Tse, Asia-Pacific Live Performance Industry Association, Executive Committee • Hu Xiaopeng, Guangzhou True Color Culture Investment Co., Ltd., Production Director 	<ul style="list-style-type: none"> • In-Depth Research on AI Digital Human Technology and Its Application Across Various Scenarios
11:55	12:45 (50分鐘)	<p>嘉賓主持人: 謝復生, 澳門會展產業聯合商會理事長</p> <p>嘉賓:</p> <ul style="list-style-type: none"> • 何珥, 大麥 總裁 • 張樂, 貓眼娛樂 高級副總裁 • 黃瑞量, 澳門通集團控股有限公司 集團事務管理副總裁 • Jacintha Soh, 金沙中國 <p>Guest Moderator: Che Fok Sang, Macau Federal Commercial Association of Convention & Exhibition Industry, Chairman</p> <p>Panelists:</p> <ul style="list-style-type: none"> • He Mi, Damai President • Brian Zhang, Maoyan Entertainment, Senior Vice President • Bobby Wong, Macau Pass Group Holdings Limited, VP of Group Affairs • Jacintha Soh, Marina Bay Sands, Regional Director of Ticketing Operations 	<p>圓桌分享:《新科技下演出行業的新營銷格局》</p> <ul style="list-style-type: none"> • 探討高科技如何推動演出行業的營銷數字化, 包括演出資訊、票務、宣傳等 • 利用科技為觀眾提供個性化訂閱和訂票等服務 • 大數據應用更精準規劃觀眾群體、地域和喜好 • 互聯網推動觀眾與演出項目的互動和分享體驗 • 多平臺搭建的整合營銷生態和持續推廣發展 <p>Roundtable Sharing: Navigating the Evolving Marketing Landscape: Performance Industry in the Age of New Technologies</p> <ul style="list-style-type: none"> • Explore how high technology can promote the digitalization of marketing in the performance industry, including performance information, ticketing, and promotion • Use technology to provide personalized subscription and ticketing services for audiences • Big data is applied to more accurately plan audience groups, regions, and preferences • The Internet promotes interaction and sharing experiences between audiences and performance activities