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Ucan Cultural Park Carnival enhances the global gaming industry for more business opportunities

(22 November 2012 - Taiwan) Jay Chou, with his investment over different sectors such as catering, fashion, etc, would like to invest in the cultural sector by cooperation with experts in Taiwan to accelerate the globalization of gaming industry.

Ucan.com, jointly developed by Hong Kong listed company - Culturecom Holdings Limited and the Asian music pop star, Jay Chou, announced the launch of the first Cultural Park Carnival in Taipei on 21 November. The carnival aims to develop Taiwan to be the leader in cultural gaming industry.

Dr. Steve T. Chen, Managing Director of Ucan.com expected that the market capital of the gaming industry will reach approximately USD 82.1million. The report also illustrates that the market scale of the gaming industry in China was approximately RMB40 billion, of which 70% was online games and 20%-25% was mobile games. In recent years, although under economic depression for different countries, market capital is still under an increasing trend with annual growth rate of 10% for the worldwide market and over 20% per annum for the Chinese market.

Ucan is expected to be fully operated in 2013. Besides the organization of the first Socialoke AR Concert in 2013, the Company will also launch the first Socialoke AR Chinese Signing Contest which will be held in PRC, Hong Kong and Taiwan with Taiwan as the final contest region.

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文化樂園產業嘉年華 推動全球遊戲工業 建立平台共創商機



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【大紀元記者藍悅真／台北報導】投資範圍遍及餐飲、服飾等領域的「亞洲音樂天王」周杰倫，投資版圖再擴大至文創產業，希望結合台灣數位文創產業的人才及資源，推動新興「遊戲工業」全球化。

由香港文化傳信集團及周杰倫投資的Ucan.com集團，21日在台北舉辦首屆「文化樂園」產業嘉年華，盼推動台灣成為全球文創產業大平台，使台灣成為全球潮流文化（遊戲）產業工業化的領航者。

Ucan.com集團執行董事陳自創表示，遊戲工業的文化內涵與特質，除創造經濟市場外，也進入一般消費者的世界，預估2015年市場規模將達到821億美元。

報告中更指出2011年中國大陸遊戲市場規模約400億人民幣，線上遊戲佔70%、手機遊戲佔20-25%，雖然近年來世界經濟景氣低迷，但全球遊戲工業產值每年近10%成長率，而中國市場成長率更超過20%。

基於遊戲產業蓬勃發展，中港台三方政府接制定相關政策，展現出中華文化產業的決心，市場全球化最欠缺的是媒介平台，雲城市的出現更發揮應用平台的功能，引領相關產業合作，共創全球市場的龐大商機。

Ucan將於2013年全面上市，舉辦首場全球Socialoke AR遊戲式的演唱會、首屆的全球中文歌唱大賽，分中港台三區進行，總決賽將在台灣舉行。◇