

Digital rights management project

wins World Summit Award

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David Chung Wai-keung, an engineering doctoral student at City University of Hong Kong (CityU), led the "DigitalCopyright.hk, One-Stop Digital Content Marketplace" project to win the World Summit Award (WSA) 2007 in the e-business category. It is the only winning project by a Hong Kong representative in the past three WSAs.

Held every two years since 2003 under the auspices of the United Nations World Summit on Information Society, WSA is the world's premier contest for excellence in e-content and creativity.

This year, the jury evaluated more than 650 entries from 168 countries. The five most outstanding products were selected as winners in each of the eight WSA Categories, namely e-Government, e-Learning, e-Health, e-Inclusive, e-Business, e-Culture, e-Entertainment and e-Science.

David Chung, the "DigitalCopyright.hk" project initiator and coordinator, currently works for Hong Kong Cyberport

Management Company Limited as Senior Manager of Information and Technology Operations. Under the supervision of Dr Richard Fung Ying-kit, Associate Professor in the Department of Manufacturing Engineering and Engineering Management, David Chung carried out his thesis project — "An Interoperable Digital Rights Management (DRM) platform based on ISO MPEG-21 Framework for the Hong Kong creative industries". It was a vital component of the winning project.

"While demand for online digital content is increasing, this winning project is a great contribution to the further development of those content providers as it protects their intellectual property and encourages legal downloading," said David Chung. "I am honoured to take the lead and win the international award thanks largely to the invaluable academic assistance of CityU."

"DigitalCopyright.hk" is a unified Digital Rights Management (DRM) platform for intellectual property protection assisting content owners in publishing quality



audio and/or visual materials through the internet by means of providing content identification and robust protection with DRM technologies.

David Chung started the DRM research at CityU in 2004. He was thankful for the expertise of the University's academic staff which was also a key to the success of the project.

Cyberport obtained the Innovation and Technology Fund in 2004 from the HKSAR Government to develop the platform primarily for the Hong Kong creative industries. Meanwhile, a vast array of content is available on the platform for the content lovers to download legally and safely.



David Chung (right) representing Cyberport to receive the World Summit Award in the e-Business category in Venice, Italy.

鍾偉強(右)代表數碼港於意大利威尼斯領取世界信息峰會電子商業界別大獎。

數碼版權管理項目奪 世界信息峰會大獎

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由香港城市大學(城大)工程學博士生鍾偉強統籌的數碼版權管理項目「Digital-Copyright.hk」奪得聯合國2007世界信息峰會電子商業界別大獎。這是有關獎項舉辦三屆以來唯一一次有香港代表獲獎。

「世界信息峰會大獎」自2003年起每兩年舉行一次，是聯合國「信息社會世界高峰會議」的主要活動，藉以嘉獎世界各地具創意的優秀電子項目。

今年的評審團從來自168個國家共650多個參賽項目中，分別在「電子政府」、「電子學

習」、「電子保健」、「電子共融」、「電子商業」、「電子文化」、「電子娛樂」及「電子科學」八個界別中選出五強為得獎作品。

鍾偉強現職香港數碼港管理有限公司高級經理(資訊科技)，是得獎項目的統籌和發起人。鍾偉強在城大製造工程及工程管理學系副教授馮英傑博士的指導下，進行其畢業論文研究，探討專為香港創意工業而設的數碼版權管理平台，而有關研究是得獎項目的重要部分。

「數碼內容需求不斷增加，這個獲獎項目將有助內容提供者在知識產權受到保護的情況下繼續發展，同時鼓勵合法下載，」鍾偉強說。「很榮幸能夠在城大的學術研究支援下帶領這項研究，並獲頒國際獎項。」

「DigitalCopyright.hk」是一體化的數碼版權管理平台，旨在透過應用數碼版權管理(DRM)技術，促進數碼內容創作者在受保護的環境下發佈及管理其影音作品。

鍾偉強於2004年開始在城大進行DRM研究。他感謝城大導師提供的專業意見，促使研究項目取得成功。

2004年，數碼港獲得香港特區政府創新及科技基金撥款資助，為香港創意工業建設這個平台。目前，平台已載有多種內容供使用者合法下載。

Media coverage 媒體報導：

Website 網頁

24-12-2007 CityU NewsCentre 《城大新聞網》