

文创产业发展处主要数据¹
Major Figures of Cultural and Creative Industries Development Agency¹
 (截至 2026 年 6 月底)
 (as at end June 2026)

(A.1) 文创产业发展处(文创处)主办或资助业界举办的项目

Projects organised or sponsored by Cultural and Creative Industries Development Agency (CCIDA)

		创意智优计划 ² CreateSmart Initiative ² ("CSI")	其他 ³ Others ³	总计 Total
a.	获批项目数目 Number of approved projects	891	737	1 628
b.	公众的参与程度 Public participation	About 36 101 million 约 361 亿 100 万	About 36.1 million 约 3 610 万	About 36 137.2 million 约 361 亿 3 720 万
	b1. 参加人数 Number of participants	About 113.7 million 约 1 亿 1 370 万	About 36.1 million 约 3 610 万	About 149.9 million 约 1 亿 4 990 万
	b2. 网站或社交媒体平台的浏览次数/点击率 ⁴ Number of viewings/ hits received in respect of the websites or social media platforms ⁴	About 35 984.5 million 约 359 亿 8 450 万	N/A 不适用	About 35 984.5 million 约 359 亿 8 450 万
	b3. 派发的印刷宣传品的数量 ⁴ Number of printed promotional materials distributed ⁴	2 811 100	N/A 不适用	2 811 100
c.	创造的工作机会数目 ⁵ Number of created job opportunities ⁵	39 200	17 120	56 320
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	39 760	190	39 950

¹ 文创产业发展处(文创处)由政府于 2009 年 6 月成立的创意香港办公室改组而成。本主要数据主要涵盖自 2009 年 6 月成立后透过创意智优计划、电影发展基金、设计智优计划(已于 2011 年 6 月并入创意智优计划)所资助的项目, 以及由文创处主办的项目。

The Cultural and Creative Industries Development Agency (CCIDA) was restructured from Create Hong Kong, which was established by the Government in June 2009. The major figures mainly cover the projects funded through CSI, Film Development Fund ("FDF"), DesignSmart Initiative (has been consolidated with CSI since June 2011) ("DSI") and the projects directly held by CCIDA since the establishment in June 2009.

² 包括在香港贸易发展局及香港设计中心专项拨款下的获批项目。

Including projects under dedicated funding to Hong Kong Trade Development Council (HKTDC) and Hong Kong Design Centre (HKDC).

³ 包括自 2009 年 6 月起由电影发展基金、设计智优计划所资助及由文创处主办的项目。

Including those projects funded by FDF and DSI as well as those projects organised by CCIDA since June 2009.

⁴ 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

⁵ 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

		创意智优计划 ² CreateSmart Initiative ² ("CSI")	其他 ³ Others ³	总计 Total
e.	为中小企创造的业务联系或查询数目 Number of business contacts or enquiries created for SMEs	71 600	200	71 800
f.	获文创处资助参加国际比赛的创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	300	190	490
g.	培育创意人才及新成立公司的机会数目 ⁶ Number of nurturing opportunities created for creative talents and start-ups ⁶	97 600	3 400	101 000
h.	获资助的电视广播的颁奖典礼及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 854.5 million 约 8 亿 5 450 万	About 2 025.3 million 约 20 亿 2 530 万	About 2 879.8 million 约 28 亿 7 980 万
i.	媒体报导的次数 ⁷ Number of media coverage ⁷	137 110	N/A 不适用	137 110
j.	达成商业交易的数目 ⁷ Number of business deals secured ⁷	24 250	N/A 不适用	24 250
k.	展示创意作品的机会次数 ⁷ Number of opportunities to showcase creations or talent ⁷	47 560	N/A 不适用	47 560

注释：除项目(a)为实数外，项目(b),(b1),(b2)和(h)为约数，项目(b3),(e)和(g)为四舍五入至最接近的百位数，以及项目(c),(d),(f),(i),(j)和(k)为四舍五入至最接近的十位数。由于进位关系，个别数字加起来可能与总计略有出入。

Remark: Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

⁶ 不包括「设计创业培育计划及设计创业加速计划」，以及已完结的「设计创业培育计划」和「时装创业培育计划」提供的培育机会。

Excluding the opportunities provided by "Design Incubation Programme & Design Acceleration Programme" as well as the completed "Design Incubation Programme" and "Fashion Incubation Programme".

⁷ 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

(A.2) 按文创处策略焦点划分的创意智优计划⁸

CSI classified by CCIDA's strategic foci⁸

文创处策略焦点:

CCIDA's strategic foci:

A – 培育人才及促进初创企业的发展

Nurturing talents and facilitating start-ups

B – 开拓市场

Exploring markets

C – 推动更多跨界别、跨文化艺术领域的合作

Promoting cross-sectoral and cross-genre collaboration

D – 推动香港成为亚洲创意之都，并在社会营造创意氛围

Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community

		文创处策略焦点 [#] CCIDA's strategic foci [#]				总计 Total
		A	B	C ⁺	D	
a.	获批项目数目 Number of approved projects	367	290	18	216	891
b.	公众的参与程度 Public participation	About 604.1 million 约 6 亿 410 万	About 2 077.5 million 约 20 亿 7 750 万	About 37.9 million 约 3 790 万	About 33 381.5 million 约 333 亿 8 150 万	About 36 101 million 约 361 亿 100 万
	b1. 参加人数 Number of participants	About 20.3 million 约 2 030 万	About 37.7 million 约 3 770 万	About 501 000 约 50.1 万	About 55.2 million 约 5 520 万	About 113.7 million 约 1 亿 1 370 万
	b2. 网站或社交媒体平台的浏览次数/点击率 ⁹ Number of viewings/ hits received in respect of the websites or social media platforms ⁹	About 583.1 million 约 5 亿 8 310 万	About 2 038.5 million 约 20 亿 3 850 万	About 37.3 million 约 3 730 万	About 33 325.5 million 约 333 亿 2 550 万	About 35 984.5 million 约 359 亿 8 450 万
	b3. 派发的印刷宣传品的数量 ⁹ Number of printed promotional materials distributed ⁹	680 900	1 300 600	102 000	727 600	2 811 100
c.	创造的工作机会数目 ¹⁰ Number of created job opportunities ¹⁰	12 770	8 680	190	17 560	39 200
d.	中小企业受惠数目 Number of small and medium enterprise (SME) beneficiaries	15 320	4 610	100	19 730	39 760

⁸ 包括在香港贸易发展局及香港设计中心专项拨款下的获批项目。
Including projects under dedicated funding to HKTDC and HKDC.

⁹ 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

¹⁰ 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

		文创处策略焦点 [#] CCIDA's strategic foci [#]				总计 Total
		A	B	C ⁺	D	
e.	为中小企创造的业务联系或查询数目 Number of business contacts or enquiries created for SMEs	30 700	33 800	700	6 500	71 600
f.	获文创处资助参加国际比赛的创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	220	70	10	§	300
g.	培育创意人才及新成立公司的机会数目 ¹¹ Number of nurturing opportunities created for creative talents and start-ups ¹¹	97 600	0	0	0	97 600
h.	获资助的电视广播的颁奖典礼及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 138.6 million 约 1 亿 3 860 万	About 13.6 million 约 1 360 万	About 3.7 million 约 370 万	About 698.7 million 约 6 亿 9 870 万	About 854.5 million 约 8 亿 5 450 万
i.	媒体报导的次数 ¹² Number of media coverage ¹²	30 060	38 140	1 830	67 080	137 110
j.	达成商业交易的数目 ¹² Number of business deals secured ¹²	4 500	7 110	130	12 510	24 250
k.	展示创意作品的机会次数 ¹² Number of opportunities to showcase creations or talent ¹²	13 090	23 810	80	10 590	47 560

注释: + 此为2023年4月1日新增的策略重点, 并只适用于2023年4月1日及之后获批的项目。

§ 数值少于5。

除项目(a)为实数外, 项目(b),(b1),(b2)和(h)为约数, 项目(b3),(c)和(g)为四舍五入至最接近的百位数, 以及项目(c),(d),(f),(i),(j)和(k)为四舍五入至最接近的十位数。由于进位关系, 个别数字加起来可能与总计略有出入。

Remark: + This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

§ Value less than 5.

Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (c) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

¹¹ 不包括「设计创业培育计划及设计创业加速计划」, 以及已完结的「设计创业培育计划」和「时装创业培育计划」提供的培育机会。

Excluding the opportunities provided by “Design Incubation Programme & Design Acceleration Programme” as well as the completed “Design Incubation Programme” and “Fashion Incubation Programme”.

¹² 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

(A.3) 按促进电影业发展的四项策略划分的电影发展基金下的其他电影相关计划

Other film-related projects under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

促进电影业发展的四项策略:

The four-pronged strategy in promoting the development of the film sector:

A – 推广香港电影

Promotion of Hong Kong films

B – 培训人才

Nurturing talents

C – 提高观众对电影的兴趣和欣赏能力

Enhancing audience's interest in and appreciation of films

D – 其他有利香港电影业发展的项目

Other projects conducive to the development of the Hong Kong film industry

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
a.	获批项目数目 Number of approved projects	223	103	83	18	427
b.	参加人数 Number of participants	About 5.2 million 约 520 万	About 898 000 约 89.8 万	About 2.6 million 约 260 万	About 65 000 约 6.5 万	About 8.8 million 约 880 万
c.	创造的工作机会数目 ¹³ Number of created job opportunities ¹³	2 210	3 490	2 740	100	8 540
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	70	20	0	0	90
e.	为中小企创造的业务联系或查 询数目 Number of business contacts or enquiries created for SMEs	50	0	0	0	50
f.	获文创处资助参加国际比赛的 创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	20	60	§	10	80

¹³ 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
g.	培育创意人才及新成立公司的 机会数目 Number of nurturing opportunities created for creative talents and start-ups	@	2 400	0	0	2 400
h.	获资助的电视广播的颁奖典礼 及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 2 001 million 约 20 亿 100 万	0	About 16.7 million 约 1 670 万	0	About 2 017.8 million 约 20 亿 1 780 万

注释: § 数值少于5。

@ 数值少于50。

除项目(a)为实数外，项目(b)和(h)为约数，项目(g)为四舍五入至最接近的百位数，以及项目(c),(d)和(f)为四舍五入至最接近的十位数。由于进位关系，个别数字加起来可能与总计略有出入。

Remark: § Value less than 5.

@ Value less than 50.

Except item (a) which is the exact figure, items (b) and (h) are approximate numbers, item (g) is rounded to nearest hundred as well as items (c), (d) and (f) are rounded to the nearest ten. Figures may not add up to total due to rounding.

(A.4) 电影发展基金下的电影制作融资计划及资助计划¹⁴

Film Production Financing and Granted Projects under Film Development Fund¹⁴

a.	获批项目数目 Number of approved projects	84
b.	创造的工作机会数目 [^] Number of job opportunities created [^]	5 460
c.	新进导演的数目 ¹⁵ Number of emerging film directors ¹⁵	59
d.	新进监制的数目 ¹⁶ Number of emerging producers ¹⁶	26
e.	已于香港商业电影院上映的电影数目 Number of films released at commercial theatres in Hong Kong	63
f.	在本地及国际电影颁奖典礼/电影节获提名数目 Number of nominations at local and international film awards ceremony/film festivals	179
g.	在本地及国际电影颁奖典礼/电影节获取的奖项数目 Number of awards achieved at local and international film awards ceremony/film festivals	147

注释: ^ 创造的工作机会数目涵盖电影制作的基本剧组人员及主要演员。如计及其他以兼职形式聘请的人员, 则电影制作计划所创造的工作机会数目约为 14 280。

Remark: ^ Number of job opportunities created refers to the basic production crew and major casts. The number of job opportunities created by the Film Production Scheme is estimated to be 14 280 if other crews involved on a part-time basis are counted.

¹⁴ 包括自 2009 年 6 月起「电影制作融资计划」下的获批项目、以及「电影制作融资计划 (放宽措施)」、「电影制作融资计划 2.0」、「电影制作资助计划」、「薪火相传计划」、「开拓内地电影市场资助计划」、「亚洲文化交流电影制作资助计划」、「欧亚文化交流电影制作资助计划」, 及「弘扬中华文化电影制作资助计划」下的获批项目。不包括获批后被撤回的项目。

Including the funded projects approved under the Film Production Financing Scheme since June 2009, and the funded projects approved under the Film Production Financing Scheme (Relaxation Plan), the Film Production Financing Scheme 2.0, the Film Production Grant Scheme, the Directors' Succession Scheme, the Film Financing Scheme for Mainland Market, the Hong Kong-Asian Film Collaboration Funding Scheme, the Hong Kong-Europe-Asian Film Collaboration Funding Scheme, and the Film Production Grant Scheme for Promoting Chinese Culture. Excluding projects withdrawn after approval.

¹⁵ 「新进导演」即为在审核申请前未曾在其他电影中担任导演两次以上。

“Emerging Director” means a person who has not been credited as director in more than two other released films prior to the application under assessment.

¹⁶ 「新进监制」即为在审核申请前未曾在其他电影中担任监制两次以上。

“Emerging Producer” means a person who has not been credited as producer in more than two other released films prior to the application under assessment.

(A.5) 电影发展基金下的首部剧情电影计划

First Feature Film Initiative under Film Development Fund

a.	获资助电影数目 Number of films subsidised	30
b.	首次参与执导的导演数目 Number of film directors who directed a film for the first time	32
c.	在本地及国际电影颁奖典礼/电影节获提名数目 Number of nominations at local and international film awards ceremony/film festivals	180
d.	在本地及国际电影颁奖典礼/电影节获取的奖项数目 Number of awards achieved at local and international film awards ceremony/film festivals	129
e.	已于香港商业电影院上映的电影数目 Number of films released at commercial theatres in Hong Kong	19

(B.1) 参加者对文创处主办或资助业界举办项目的满意程度

Participants' satisfaction level towards the projects organised or sponsored by CCIDA

		创意智优计划 CreateSmart Initiative ("CSI")	其他 ¹⁷ Others ¹⁷	总计 Total
a.	对活动/计划的整体评价为优良/非常满意/满意的回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	99%	99%	99%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*	95% - 98%	94% - 98%	95% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比：加强 对行业的知识、拓展联系网络、发掘新商机、加深了解 行业在全球市场上的定位、扩阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry*</i>	87% - 93%	77% - 89%	86% - 93%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	94%	93%	94%

注释：回复问卷人数约 376 000。

* 有关的满意程度共涵盖五个项目，「创意智优计划」及「其他」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 376 000.

* Relevant satisfaction level covers five items in total. The percentages shown under "CSI" and "Others" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

¹⁷ 包括自 2009 年 6 月起由电影发展基金、设计智优计划所资助及由文创处主办的项目。

Including those projects funded by the FDF and DSI as well as those projects organised by CCIDA since June 2009.

(B.2) 按文创处策略焦点划分的参加者对创意智优计划项目的满意程度

Participants' satisfaction level towards the CSI projects classified by CCIDA's strategic foci

文创处策略焦点:

CCIDA's strategic foci:

A – 培育人才及促进初创企业的发展

Nurturing talents and facilitating start-ups

B – 开拓市场

Exploring markets

C – 推动更多跨界别、跨文化艺术领域的合作

Promoting cross-sectoral and cross-genre collaboration

D – 推动香港成为亚洲创意之都，并在社会营造创意氛围

Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community

		文创处策略焦点# CCIDA's strategic foci#				总计 Total
		A	B	C ⁺	D	
a.	对活动/计划的整体评价为优良/非常满意/满意的回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	99%	99%	98%	98%	99%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*	95% - 98%	96% - 99%	95% - 98%	94% - 98%	95% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比:加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、扩阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry*	87% - 94%	90% - 95%	91% - 93%	84% - 92%	87% - 93%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	95%	95%	95%	93%	94%

注释: 回复问卷人数约 353 000。

+ 此为2023年4月1日新增的策略重点，并只适用于2023年4月1日及之后获批的项目。

* 有关的满意程度共涵盖五个项目，「文创处策略焦点」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 353 000.

+ This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

* Relevant satisfaction level covers five items in total. The percentages shown under "CCIDA's strategic foci" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

(B.3) 按促进电影业发展的四项策略划分的参加者对电影发展基金下其他电影相关计划项目的满意程度
Participants' satisfaction level towards the other film-related projects under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

促进电影业发展的四项策略:

The four-pronged strategy in promoting the development of the film sector:

- A – 推广香港电影
Promotion of Hong Kong films
- B – 培训人才
Nurturing talents
- C – 提高观众对电影的兴趣和欣赏能力
Enhancing audience's interest in and appreciation of films
- D – 其他有利香港电影业发展的项目
Other projects conducive to the development of the Hong Kong film industry

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
a.	对活动/计划的整体评价为优良/非常满意/满意的回复者百分比 Percentage of respondents who rated the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	99%	98%	99%	99%	99%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”*	95% - 98%	93% - 97%	96% - 98%	97% - 100%	95% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比：加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、扩阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i> *	90% - 92%	78% - 94%	77% - 87%	89% - 98%	80% - 90%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as “Definitely Useful”, “Very Useful” and “Useful”	98%	93%	93%	97%	94%

注释：回复问卷人数约 18 000。

* 有关的满意程度共涵盖五个项目，「促进电影业发展的四项策略」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 18 000.

* Relevant satisfaction level covers five items in total. The percentages shown under “The four-pronged strategy in promoting the development of the film sector” refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under “Total”.

(C) 创意智优计划下指定的培育计划¹⁸

Designated Incubation Programmes¹⁸ under CSI

a.	培育公司数目 ¹⁹ Number of incubatees ¹⁹	383
b.	已完成培育计划的公司数目 Number of incubatees which have completed incubation	359
c.	培育公司注册的知识产权 ²⁰ 数目 Number of intellectual property rights ²⁰ applications registered by incubatees	424
d.	培育公司创造的就业机会数目 Number of jobs opportunities created by incubatees	1 799
e.	培育公司获取的本地及国际奖项数目 Number of local and international awards attained by incubatees	733

¹⁸ 包括已完结的「设计创业培育计划」和「时装创业培育计划」；以及于 2026 年 7 月推出的新一期「设计创业培育计划及设计创业加速计划」。

Including the completed “Design Incubation Programme” and “Fashion Incubation Programme”, as well as the new intake of “Design Incubation Programme and Design Acceleration Programme” which was launched in July 2026.

¹⁹ 包括正在培育及已完成培育的公司。

Including those under incubation and completed incubation.

²⁰ 包括商标、专利及外观设计等。

Including trademark, patent and registered design.