

Driving Revenue and Future Growth in Online Entertainment Industry

“Hong Kong is efficient not only because of the fast working pace, it is also the people and their professionalism that makes the city a perfect spot for expanding our business.”

Yangbin Wang
Chairman and CEO
Vobile Group Limited



After its IPO debut in Hong Kong, Vobile looks to Mainland China as market lures investment

Founded in 2005, Vobile is headquartered in Santa Clara, California with offices in the United States, Japan and Hong Kong. The company's mission is to deliver the best technology platforms to unleash the full potential of video content in the new era.

With its range of products developed in the Silicon Valley, Vobile helps content owners and distributor, such as movie studios, TV networks and video streaming platforms, to minimise piracy-induced revenue loss, while at the same time maximising profit generated by worldwide content distribution. Its technology platform VDNA® Digital Fingerprinting enables video and audio tracking for copyright protection and measurement.

After listing on the Hong Kong Stock Exchange Main Board in January 2018, Vobile is setting up more offices in Mainland China which will be wholly-owned or being a subsidiary of the Hong Kong office. New R&D centres set up in Hong Kong and Mainland are also under way.

According to Yangbin Wang, Chairman and CEO, the entertainment and media landscape has experienced a drastic change in the last decade with the booming internet and technology infrastructure. “We believe the industry will have a great future, and we need to find a sweet spot where technology helps our clients to protect their content better across the internet, while at the same time monetarise and maximise the revenue so as to attract more investment into the industry,” Wang said.

He added that setting up an APAC headquarters in Hong Kong has benefited the company in many ways. “Many of our clients in the US are looking for ways to enter Mainland market,” Wang said, “having a presence here has allowed us to follow our clients closely, and provide insights and services that are close to the Mainland market.”

“The development in Guangdong-Hong Kong-Macao Greater Bay Area, as well as the high-speed rail connecting Hong Kong with Shenzhen and Guangzhou will also make the city a unique place for us to accelerate in the region,” Wang continued.

“Hong Kong is efficient not only because of the fast working pace, it is also the people and their professionalism that makes the city a perfect spot for expanding our business,” Wang said, adding that the city's high quality education has also produced a deep talent pool favourable for any industries and job functions.

InvestHK's San Francisco office has been in contact with Wang for a long time and provided information for setting up in Hong Kong. Wang recalled, “It was like a very close friend and support us throughout the process. I'm very grateful to the staff who have been so helpful and informative.”

Vobile Group Limited

- Winner of the 69th Technology and Engineering Emmy Awards granted by the National Academy of Television Arts and Science in 2017
- Incorporated in Hong Kong as Vobile Group Limited and was listed on the Hong Kong Stock Exchange Main Board
- Plans to expand its Hong Kong operation with additional business development headcounts in 2018 and eventually sets up a R&D centre

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