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Mobile and social media creating new opportunities and challenges for creative professionals in APAC says Adobe survey

Hong Kong seen as an ideal regional creative hub to service thriving digital markets in Asia Pacific and China

Hong Kong — November 25, 2014 — Adobe today announced new findings from its [Adobe APAC Creatives Pulse](#) research report in which more than 83% of creative professionals in Asia Pacific said they believe creativity and design thinking are becoming more important to businesses and 80% admitted that mobile is transforming the face of creativity and design.

The data points referenced above come from an online survey among 2,557 creative professionals from Singapore, South Korea, Greater China, India, Australia and New Zealand study conducted by Adobe. The study provides insights into the beliefs, challenges and aspirations of the creative vanguard of the region, including graphic designers, illustrators, web designers, photographers and video professionals.

Changing role of creatives

According to the research, 78% of the respondents in APAC say the role of creatives is changing rapidly or very rapidly with 58% citing new technologies as the topmost catalyst for change, followed by the impact of social media (37%) and new responsibilities added to the creative function (35%). The impact of this upheaval in the industry can be seen in the 84% of respondents who feel they will fall behind if they don't stay current with the industry.

Growing importance of mobile

Creatives in Greater China (56%) appreciate the fact that mobile devices have made creative work accessible to a broader audience. They are also more likely to report that they are using mobile devices to present creative concepts (53%). With more than 83%¹ of household broadband penetration rate and over 236%² mobile penetration rate, Hong Kong represents one of the most digitally connected societies in the world. With smartphone use highly prevalent in the city, this hyper-connectivity provides a brilliant online and mobile platform for creatives.

"We anticipate that mobile devices will become an important part of the creative process when integrated with existing desktop workflows. It is also worth noting the dominant role that social media has come to play in the lives of creative people, whether that's as a source of inspiration or an important success metric. In fact, success in the socialverse is now considered an even more important indicator of success than industry awards, showing that the industry is undergoing a sea change," said Paul Robson, President Asia Pacific, Adobe.

^{1&2} Digital 21 Strategy Chapter Eight: Targets and Outcomes of the Strategy document, HKSAR, July 2014

“Strategically located in the centre of Asia and the gateway to Mainland China, Hong Kong is an international city with skillful professionals, stringent intellectual property protection, a solid legal system and rule of law and low and simple tax framework. All these attributes make Hong Kong one of Asia’s most popular cities for creating opportunities for creative professionals in the region,” he commented.

Key measures of success

APAC Creatives place a high premium on delivering business impact through their work, with 72% highlighting it as their top measure of success. Social media feedback and views follow at 55% higher than personal financial success (42%) outlining the changing industry dynamics and which creatives operate today. Surprisingly, industry awards rated the lowest at 37%.

Sources of creative inspiration

Creatives across APAC seek inspiration from multiple sources. For example, creatives in Greater China including Hong Kong draw inspiration from social media (43%) followed by film (36%) and cultural imports from other countries (32%). Hong Kong is one of the world’s largest film exporters and her films have earned an international reputation. It is not surprising that Hong Kong-produced movies have influenced creatives.

Main motivators at work

The desire to learn new things (54%), seeing their ideas brought to life (50%) and wanting to do great work (43%) were the top factors motivating creatives across the region. APAC creatives are also motivated by the knowledge that their work is having an impact on causes or social issues (32%).

Top skills in demand

Creatives in APAC identified app development (34%), followed by digital story-telling (12%) and web design (12%) as the skills that will be most in-demand over the next 12 months. The high mobile penetration in Hong Kong is generating immense demand for mobile applications which is creating opportunities for creatives, apps developers and related specialists.

Main worries

Some of the things that keep creative in Greater China up at night are losing inspiration or motivation (70%), worry about being unable to produce original or differentiated output (50%) and not being trained sufficiently in new skills (45%). Many creatives in Hong Kong are under high pressure due to long working hours. And freelancers are afraid of losing their jobs if their work doesn’t meet the requirements from the clients.

For more information and graphics on the research results see the infographic, and download the report here: www.adobe.com/go/creativespulse-hk_en.

To learn more about the latest version of Adobe Creative Cloud and tryout download please visit: http://www.adobe.com/hk_en/creativecloud/catalog/desktop.html

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