



Visionary Vanguard of Video Solutions – Wilson Yuen 敢為人先 化妙想為「天開」——袁耀輝

TFI Digital Media Limited Founder and CEO Wilson Yuen started his own business at the age of 18. He never sees starting a business as a herculean task, yet this idea has never come across his mind. He did it solely because of the advice and support from friends. As proposed by his friend, he established an information technology company and transformed it to TFI Digital Media Limited a few years later. The company is a one-stop video solutions provider with the vision to bring content, culture and people together. Fuelled by his outstanding expertise, broad vision and passion for making contributions to society, he innovates the world's top video solutions and technologies, secure company's rapid business growth, and earns the 2017 Young Industrialist Award of Hong Kong.

天開數碼媒體有限公司創始人兼行政總裁袁耀輝18歲時已經創業，自言不覺創業是難事，卻從來沒有創業的念頭，創業全因是朋友的建議及支持。他在朋友的建議下開設一家資訊科技公司，數年後把公司轉型，創立天開數碼媒體有限公司，提供一站式視頻技術解決方案，希望藉着科技把內容、文化和人連在一起。憑著過人才幹、卓識遠見及貢獻社會的熱心，他開創出領先世界的視頻技術，帶領公司業務迅速發展，也成為2017年香港青年工業家獎的得主。

World's Leading Edge Video Solutions

In 2011, a content provider in Hong Kong noticed the rise of the Internet use and mobile networks and foresaw that Blu-rays would become obsolete in the online streaming age. Mr Yuen says, "The company was devoted to altering its operation mode and they co-operated with Microsoft Corporation. Microsoft Corporation looked for us and asked if we were interested in creating an Over-the-top (OTT) platform. There were only some ten employees in our company at that time. We thought there was no harm to try and we then created our first OTT platform Clickplay successfully." With HERMES's cloud and encoding capabilities, users can immerse themselves into video entertainment via their smart devices. With the use of TFI's technology, the operation cost can be lowered and it can support up to 4K resolution. Its world-leading encoding technology significantly reduces the time needed for the process from 100 minutes in the past to just a few minutes. In 2015, Mr Yuen was named one of the most influential people by Debrett's Hong Kong 100. A line of the comments mentions his contribution of a significant cost reduction of media technology which makes video contents more accessible.

Nowadays, most local OTT platforms owners are clients of TFI. From his rich experience in

this field, Mr Yuen learns that excellent content is likely to go down to drain if it is little-known. He is thereby dedicated to creating a multimedia TV programme magazine, Opensky.tv. The neutral TV programme promotion platform gathers TV programmes from around the world and offers customised recommendations to the users. He explains, "Our Artificial Intelligence system will perform an integrated analysis and make a recommendation list to users based on their search history, the KOLs and celebrities they followed and their peer groups." The Opensky.tv application has been well-received and attracted 660,000 downloads in a hundred days since its launch late last year.

TFI also offers event live streaming technology. Mr Yuen recalls, "When I was the Chief Information Officer of a radio company, I realised it took us a crew of twenty some staff members to monitor various equipment in order to do the live broadcast of the music award presentation which is around three to four hours long. However, once the event starts, they have nothing to work on. I believe the problem can be tackled by technology." In just two years' time, TFI developed the live streaming technology. Mr Yuen elaborates, "In the past, the audience can only watch the shows on TV. Now, with our technology developed and simple equipment, it

頂尖技術 獨步全球

在2011年，有香港內容供應商留意到，隨著互聯網及流動網絡日益普及，傳統以藍光碟出售影視資訊的方式已經趕不上在網上放送資訊的趨勢。袁耀輝說：「該公司有意改變經營模式，因而找微軟公司合作，而微軟公司就問我們有沒有興趣做一個雲端網上視頻平台。當時公司只有十多位同事，我們抱著一試無妨的心態，創辦了第一個雲端網上視頻平台Clickplay。」通過天開提供的「開眼界」視頻雲端系統和轉碼功能，讓用戶得以透過智能裝置，連接Clickplay以獲取影視資訊。天開的技術能降低成本，更可支援4K超高清質素。其專利轉碼技術更是領先全球，以往需要100分鐘的轉碼過程，現在只需數分鐘即告完成。袁耀輝於2015年獲Debrett's選為香港100位最有影響力的人之一，評語正是讚揚他令媒體科技的成本大幅下降，令更多人得以接觸視頻內容。

時至今日，香港絕大部分的網上視頻平台都是天開的客戶，豐富的經驗讓袁耀輝明白到，視頻內容縱使精彩，若觀眾搜尋不到，也只是枉然。因此他決心創建多媒體電視雜誌Opensky.tv，作為中立的節目推介平台，為觀眾搜羅世界各地的優質節目。平台更會為用戶作個人化的推介，他解釋：「我們會根據用戶的搜查歷史、所關注的名人及KOL推介以及其朋友群組，利用人工智能綜合分析，推介節目予用戶。」



The technology of TFI has enhanced the video quality as shown on the left screen while the screen on the right shows the original video quality. 如左方影像所示，天開的技術令影像質素得到多方位提升。右方為原版影像。



The CEO of Akamai Technologies, the leading online content delivery network services provider, Dr Tom Leighton toured two companies during his visit to Hong Kong in 2016 with one being TFI! 全球領先的互聯網內容分發網絡服務商之一阿卡邁科技的行政總裁 Dr Tom Leighton 於 2016 年到訪香港，期間參觀了兩家公司，其中之一正是天開。

can support smooth viewing experience across the globe, allowing tens of thousands, or even a hundred million of audience to enjoy the show simultaneously.” Regarding the total number of audience, TFI delivered Eason Chan’s US concert performance to around an audience of hundred million in China in real time. Speaking of country, the audience of “Clash of Champions” between Rex Tso and Kohei Kono were from 73 countries and regions around the globe.

Nurture Talents and Promote Industry Development

It is not by chance that TFI can develop such top edge technology under Mr Yuen’s leadership. In his opinion, the atmosphere of research and development (R&D) in Hong Kong is not very favourable. He reveals the key to success, “The company leader has to uphold a vision. Since 2014, TFI has allocated huge resources to conduct R&D. At that time, I sold and refinance the mortgages of my personal properties. I looked for R&D talents on LinkedIn and persuaded them with my vision and treasured values to join my company one by one. I demonstrated my determination in a bid to gather an R&D team. I am glad to see that none of the R&D teammates has quit the job so far. Instead, some even ask their friends to join the team. I truly believe that the colleagues can be moved by your devotion if you really work hard on it.”

Mr Yuen attaches great importance to nurturing talents and promoting R&D in Hong Kong, particularly facilitating the co-operation with local universities. TFI joined hands with local universities to conduct R&D projects of which the funding is shared equally between TFI and the Government. Apart from the collaboration on final year projects of university students, TFI also made donations towards the establishment of a research laboratory. Mr Yuen is also the mentor and judge of university startup incubation programmes and a frequent speaker at a variety of seminars and conferences. He mentions, “It is difficult for us to hire R&D talents. What we can do is to build our brand and reputation so as to attract the talents to join our team. At this stage we actively build networks in universities to pave the way for future collaborations. We hope that R&D talents can give full play to their capabilities in Hong Kong.” He claims, “TFI is neither a business, nor a company. It is a talents-gathering platform. Once a colleague resigned and planned to start his own business. After asking him about his business startup plan, I thought the business has a bright prospect. I thereby become its investor, offering capital, human resources and accounting support, as well as some advice. In this way, TFI is also an incubation platform. All my efforts are aimed at making the world a better place.”

此應用程式於去年底推出，100天內已錄得逾66萬次下載量，成績驕人。

天開數碼媒體的另一業務是提供直播串流技術，支援現場直播。袁耀輝憶述：「我在電台擔任資訊科技總監時，留意到每年舉辦的樂壇頒獎典禮都須要用上大量人力物力做直播。一個三、四小時的音樂會，竟需要近20名同事監察不同的器材，但到活動開始時，他們卻無事可為。我深信這個問題是可以利用科技去解決。」短短兩年間，公司就研發出串流直播技術。他闡述：「以往只有電視台才可讓大批觀眾觀看活動，但現在利用我們的技術，只需簡單的設備，即可做到全球串流，讓成千上萬，甚至上億人同時觀看。」論人數之多，天開曾把陳奕迅的美國演唱會直播到中國，當天共有逾億人在騰訊視頻收看；論地域之廣，曹星如對戰河野公平的拳擊賽事，觀眾更是來自全球73個國家及地區，足證技術的實力。

育才興業 盡心盡力

袁耀輝能領導公司開發出首屈一指的技术，過程絕非僥倖。在他看來，香港的科研氣氛不算濃厚。問及公司在此環境下的成功之道，他直言：「公司的領導要有願景。天開由2014年起投放大量資源去做科研，當時我變賣及加按私人物業套現，繼而自行在LinkedIn羅致科研人才，逐一游說他們加入天開，以我的理念及價值觀打動他們，表明做科研的決心，去凝聚科研團隊。慶幸的是科研團隊至今無一人離職，更有人主動找朋友加入。我相信用真心做事，員工自會感受得到。」


袁耀輝重視培育人才，致力推動本地科研，特別注重與本地大學合作。天開和本地大學有科研的合作項目，公司和政府各出一半資金支持，大學則為項目的執行機構。公司除了和大學有期終作業的合作，亦曾捐助成立研究實驗室。袁耀輝亦積極擔任大學初創孵化計劃的導師及評判，亦是不同分享會及論壇的常客。袁耀輝說：「現時要招聘科研人才相當困難。我們只有做好自己品牌，讓人才找上門。我們積極認識大學科研人才，希望將來有機會合作，讓有心做科研的人才可以留在香港發揮所長。」他斷言：「天開不是一盤生意，不是一家公司，而是一個匯聚人才的平台。曾經有同事說想要離職創業，我反問他的創業計劃，覺得有可為之處，我就成為投資方，給予資金，以至配套如人力資源及會計支援，我也偶爾對他提點一下。天開也

He expresses, "I bring nothing at birth and take nothing to the grave. I don't mind if I spend all my money. I agree with Amazon.com Founder and CEO Jeff Bezos' idea that it is always 'Day 1'. I also agree with Apple Co-founder Steve Jobs' saying 'Live each day as if it was your last'. These teach us to seize the day and gradually build my character. I am brimming with enthusiasm; I won't haggle over the details; I will make my utmost efforts in every task. That doesn't necessarily mean I am stressed. Instead, I am contented if I can live up to my own expectations. I eventually find that the harder I work, the more opportunities will come my way."

Make Contributions to Society while Staying Low-profile

TFI has been making contributions to society through different channels, including supporting the elderly and children care services. Mr Yuen believes that it is not necessary to publicise the good deeds or intentionally bring it up for discussion in the community. He also made use of his expertise to establish the "Hospital Advisor" website. He states, "I learnt that an ethnic minority child passed away the day after he was sent to the hospital. His parents wish to create a platform to provide ethnic minorities more information on local hospitals for their consideration. I think this is meaningful and at last I agreed to help on setting up the website."

He continues, "I am grateful for the opportunities to lend a helping hand to others. Helping others is also a learning opportunity. People ask for your assistance as they have confidence in your capabilities and I will do as much as I could. In particular, I am willing to put more effort in education – you can never expect the harvest from the seeds you sow."


Mr Yuen has won a number of awards over the years. "To me, winning awards is not about glory, but responsibility. That's why I will always do my best," he shares his thoughts on the awards. The Young Industrialist Award winner gives an advice to youngsters who wish to start their own business that they should examine their suitability first. He says, "When you see rubbish on street, will you pick them up? Starting a business is about dealing with others' problems proactively. When a friend asks you out for dinner, will you care if no one else is joining? Starting a business is a lonely path. There is no companion but yourself to rely on." He adds, "The key to success is to stay curious so that one can learn continuously. Moreover, you will need assistance and support from your friends so as to draw on their strengths to make up for shortcomings. Remember that God owes you nothing when you encounter problems. The more difficult the scenario is, the more positive you should stay. In this way one can persevere in the marathon of business." 

可說是一個孵化平台，我一直在做的種種工作，其實是想令世界變得美好一點。」

他也分享自己的理念：「我相信我出生時本無一物，離去時亦然，我不介意花光錢財。我一直相信亞馬遜創辦人貝佐斯所說，要把每天當成第一天，也認同蘋果共同創辦人喬布斯所言，要把每天當成最後一天，加起來的意思就是要活在當下。這逐漸塑造出我的性格，我做事充滿鬥志，不拘小節，凡事盡力而為。盡力不一定會帶來壓力，反而我做事對得住自己，我便感到快樂。而我亦發現，當我越盡力，身邊的機會也越來越多。」

默默耕耘 貢獻社會

天開一直以來從不同途徑貢獻社會，長期投入關老愛幼的社會服務工作。袁耀輝認為行善毋須張揚，不必將此交託予社會去評價。他也利用自己的專業知識，協助建立「醫智網」，他講述：「當時機緣巧合下得悉一個少數族裔朋友的孩子進醫院一天以後就過世了，他們希望可以有一個平台讓少數族裔人士掌握更多本地醫院的資訊以作出抉擇，我覺得這事很有意義，於是就成立了「醫智網」。他續說：「我感恩自己有能力去幫助別人，在助人的過程中我也會學習到更多。別人向你求助，是覺得你有價值、有能力，既然如此，可以做到的我都去做。我特別願意做教育工作——你撒下的種子，有天可能會有所回饋。」

歷年來，袁耀輝獲獎無數。他分享：「我認為任何獎都不是光榮，而是一份責任，所以我要盡我所能，做好自己。」這位青年工業家獎得主寄語有意創業的青年，要先考慮自己是否適合創業。他說：「如果在街上看見有垃圾在地，你是否會把它撿起來？創業要有願意主動解決別人的問題的心；朋友邀約吃飯，你會否介意有沒有更多人會來？要知道創業的路是孤獨的，路上沒有伙伴，只得靠自己。」他續說：「要成功創業，一定要保持好奇，這樣才可以不斷學習進步。再者要有朋友支持及幫助，才可以取長補短。遇到問題時，不要覺得上天對你有所虧欠。處境越是艱難，自己就更要保持良好心態，才可以在創業的長跑中堅持下去。」 



TFI was recognised as the 2016 Microsoft Country Partner of the Year Award (HK).
天開榮獲2016年度微軟最佳國家夥伴（香港區）。