

Global video creation platform taps Hong Kong's regional hub advantage (with photo)

Corporate video production specialist 90 Seconds announced today (June 10) that it has opened its new office in Hong Kong to meet growing demand from local companies and to tap into the city's strategic location to expand its coverage in North Asia, especially the Mainland and Taiwan markets.

90 Seconds is a simple-to-use video creation platform that connects brands with video creators worldwide through a streamlined workflow, according to its Co-founder and Vice President of Strategic Growth, Mr Nick Erskine-Shaw. After the client has input essential information such as budget, project due date and briefs about its creative vision, 90 Seconds will match the project with experienced creators that can best deliver the videos. Content plans can be revised via the platform before and after purchase.

Mr Erskine-Shaw said, "We've seen an increasing demand from clients in Hong Kong as corporate video is a big part of branding and marketing. In order to serve our clients better, we decided to have a physical presence here with Jessica Triffitt, our Business Director HK leading the way. The Hong Kong office will also be our North Asia headquarters helping us serve clients from the fast growing Mainland and Taiwan markets, as the city is close to both places."

He added, "Hong Kong is a highly strategic international market for the region. With many regional businesses and key decision makers based here, our entry into the market gives us the opportunity to continue building on our vision to create quality video at scale."

Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said, "We're happy to see that 90 Seconds chose Hong Kong as its North Asia headquarters, leveraging the city's geographical proximity to the Mainland and Taiwan as well as its world-class Internet connectivity to take its business to the next level. We wish it every success in Hong Kong and beyond."

About 90 Seconds

Founded in 2010, 90 Seconds is a global video creation platform that provides access to more than 12,000 creators in over 160 countries and 900 cities across categories including videographers, directors, editors, animators, drone operators, photographers and many more. The company has a global team of 150 employees, based in Singapore, London, Tokyo, Manila, San Francisco, Sydney, Auckland and Hong Kong, working on product, growth opportunities and customer success. For more information, please visit

www.90seconds.com.

About Invest Hong Kong

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