



中華人民共和國香港特別行政區政府總部教育局
Education Bureau
Government Secretariat, The Government of the Hong Kong Special Administrative Region
The People's Republic of China

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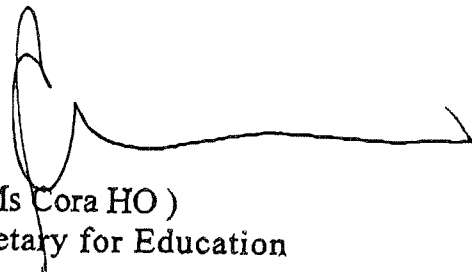
Legislative Council Panel on Education
Legislative Council Secretariat
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong
(Attention: Ms Amy YU, Clerk to Panel)

Dear Ms YU,

**Legislative Council Panel on Education Meeting on 14 May 2012
Supplementary Information on
“E-Textbook Market Development Scheme”**

At the request of Members raised at the Legislative Council Panel on Education's meeting of 14 May 2012, we have prepared a note setting out the requested supplementary information relating to the item of “E-Textbook Market Development Scheme”. I should be grateful if you could circulate the information to the Members for reference.

Yours sincerely,



(Ms Cora HO)
for Secretary for Education

LegCo Panel on Education Meeting on 14 May 2012

Supplementary Information on E-Textbook Market Development Scheme

Purpose and Breakdown of the proposed \$50 million for the E-Textbook Market Development Scheme (EMADS)

E-textbooks could be a desirable alternative to printed textbooks. One of the main aims of the EMADS is to facilitate and encourage the participation of potential and aspiring e-textbook developers to develop a diverse range of e-textbooks according to the requirements of our curricula. The Scheme will be open to all organisations, enterprises, academic institutes or societies as registered under the laws of the Hong Kong Special Administrative Region. To encourage the aspiring developers, especially those of a non-profit making nature who are likely to be less-endowed financially, to join the Scheme and thus expand the source of supply of e-textbooks, we propose to provide a seeding grant to successful non-profit making Applicants under the EMADS.

2. According to a consultancy study on Hong Kong's textbook market, a rough estimation of the average development cost of an e-textbook covering one subject set for one Key Stage of learning is around \$8 million. It is thus recommended that the successful non-profit making Applicants be provided with a seeding grant of not more than \$4 million or 50% of the development cost of an e-textbook subject set, whichever is the less. The funding caps could not only ensure a commitment from the Applicant, it could also avoid exposing the Government to a financial risk greater than that borne by the Applicant.

3. Based on our assessment of the relevant expertise for e-textbook development available in the non-commercial sector, we expect that about 12 to 14 applications from interested non-profit making organisations will qualify for the seeding grant. It is therefore proposed that a new non-recurrent commitment of \$50 million be created to provide seeding grants under the EMADS.

Education Bureau
May 2012