



Otto LEONG 梁竦銘 (b. 1956)

Cinema Circuit Manager, Distribution Manager

Born in Hong Kong, Leong's family originated from Xinhui in Guangdong. His father, Leung Sin-fun, was the manager of Lee Theatre. In 1978, Leong graduated from the Department of Government and Public Administration at the Chinese University of Hong Kong. He worked briefly in the marketing department of Commercial Television, and was later transferred to Capital Artists Limited as booking coordinator of the Academic Community Hall. He later returned to Capital Artists' headquarter to manage shows and performances, and eventually went onto distribution and arranging screenings of international movies. He also worked as a production manager for *Young Cops* (1985) by IP Movie Productions Limited.

In 1985, D & B Films Co., Ltd leased four prime theatres from Shaws and formed its own cinema circuit. Leong was manager of the new cinema circuit and was part of the establishment of D & B Film Distributions.

During his tenure, Leong devoted himself to enriching film acquisitions and maintaining operations of the cinema circuit. For example, by recognising the topicality of *A Terra Cotta Warrior* (1990) and arranging a better release date, the film saw great returns at the box office. In 1987, the management of theatres, cinema circuit and overseas sales was condensed within D & B Films Distributions; he was thereby put in charge of overseas distribution of films.

At the end of 1991, D & B ceased their cinema circuit and the business was taken over by Regal Films Co Ltd. Leong was directly transitioned over to manage the cinema circuit. In 1992, Raymond Wong founded the Mandarin cinema circuit. Leong signed on with Wong and worked for nearly a year. In 1993, he switched over to distribution of television series in the Mainland with United Media & Entertainment Ltd. In 1998, he was invited to join Emperor Motion Picture Ltd. by Tsui Siu-ming, where he focused on distributions, and later transferred to Sun TV and Cable TV, where he was in charge of the distribution of television programmes and the channel development in the Mainland. Later, when the company created Sundream Motion Pictures Ltd., he was promoted as vice president in charge of distribution. In 2009, he moved on to BBC Worldwide Channels Asia as distribution head for the Greater China Region.

After many years of experience in production management and distribution, Leong initiated the establishment of the Hong Kong Televisioners Association as its convenor.
