



Sustaining Cultural Memory: Resilience in Digitizing Hong Kong Film & TV Ephemera

Wing Woo
Head of Resource Discovery and Management
12 March 2026





Part I

HKBU AT A GLANCE



Hong Kong Baptist University

- Founded in 1956 as Hong Kong Baptist College and granted University status in 1994
- One of the eight public universities in Hong Kong

-
- 2 Faculties & 5 Schools
 - 7,500 undergraduate, 5,000 graduate students
 - 700+ full-time academic/teaching staff



香港浸會大學70周年校慶
HKBU 70th Anniversary



Part II

TV WEEK AND FILM PAMPHLETS COLLECTION

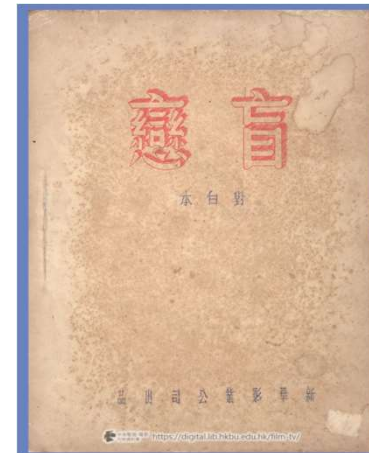
中港電視□電影刊物特藏



The physical collection: purchases from various channels since 2011



Starting from collecting pamphlets of adapted films by Xu Xu 徐訏 (Head of Chinese Dept and Dean of Faculty of Arts, 1970-80)



The physical collection: donation from SCMP.com (2016)

1600+ issues from 1967 to 1997



Highlights of the TV Week Collection

- TVB publications
- TV Week (香港電視), 1967-1997
- TVB Drama publications
- Other miscellaneous publications (e.g. Miss Hong Kong Pageant, Charity shows, Music)





Film Pamphlet Collection size:
close to 1800 items

Year of coverage: 1926 – mid
1980s

Highlights of some key topics of
the film pamphlet

Highlights of Film Pamphlets



Bruce Lee 李小龍



Highlights of Film Pamphlets

Eileen Chang 張愛玲
(Screenwriter)



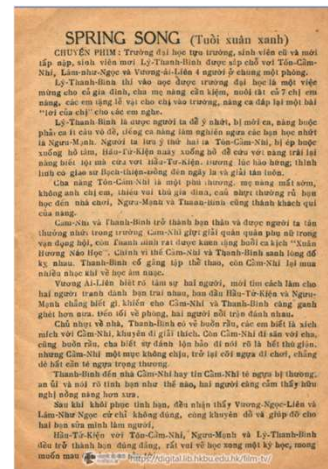
Highlights of Film Pamphlets

Jin Yong 金庸
 (screenwriter/director)

Pen name Lin Huan 林歡



Highlights of Film Pamphlets



Printed in Vietnam with synopsis in Vietnamese. Advertisement showing the address of Cholon, the largest Chinatown

Same movie with various pamphlet editions (SE Asia / HK)



Printed in Hong Kong



Part III

PRESERVATION AND STORAGE



Rachel Au, Library Assistant

Restoration of fragile items

Mending losses (damage by rusty stable)



Restoration of fragile items

Removal of adhesive tape



Restoration of fragile items

Reinforcing damaged spine



Storage: close stacks

- Keep in archival box
- OPP (Oriented Polypropylene) plastic bag for each pamphlet
- Loan upon request; in-library use only
- Monitor temperature and humidity

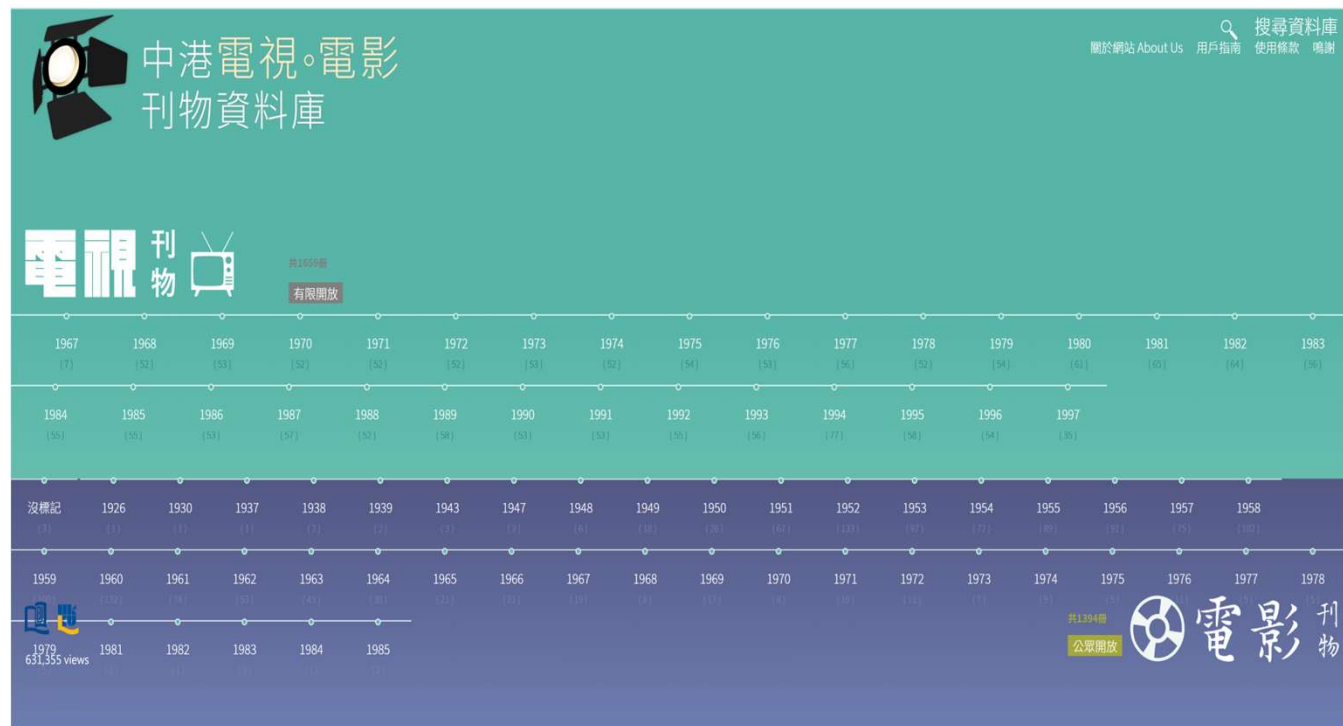




Part IV

DIGITIZATION OF TV WEEK AND FILM PAMPHLETS

- In collaborate with Digital Initiatives & Research (DIR) Team of the Library
- Launched in Oct 2020
- Up to 13 Feb 2026, over 630,000 views are recorded



<https://digital.lib.hkbu.edu.hk/film-tv/>

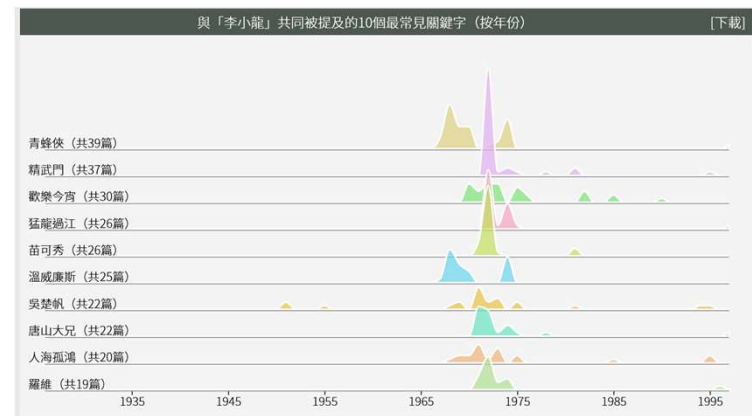
Access and Functions



- Search and browse for all
- Fulltext view limited access to selected HE institutions

➔ Open to all

Data visualization: open to all



Exhibition @HKBU

<https://hkbu.libguides.com/exhibitions/film-tv>




香港浸會大學 HONG KONG BAPTIST UNIVERSITY LIBRARY

光影留情： 從黑白走向彩色

中港電視電影資料庫 暨 館藏刊物展

Luminous Scenes: From Black and White to Colour | Exhibition of Library Collection and Database on TV and Movie Publications

經過四年的努力，圖書館團隊完成了全數由1967至1997年出版之《香港電視》雜誌及相關刊物，共約300至400年代的電影主要刊物，為慶祝【中港電視-電影資料庫】正式啟用，圖書館精選了部分刊物，在此次展覽中展示其真容。

After four years of hard work, the library has digitized the complete set of TV Week Magazine and related publications (1967-1997), plus close to 300 movie pamphlets and scripts (1940s to 1970s) from the collection. To celebrate the launch of the database, the library organizes this exhibition to showcase more than 100 physical items.

<https://hkbu.libguides.com/exhibitions/film-tv>



12-30 Oct 2020
Level 3, Au Shue Hung Memorial Library
*This exhibition is restricted to HKBU eligible users only.

電視 刊物 電影 刊物

中港電視-電影 刊物資料庫
<https://libguides.lib.hkbu.edu.hk/film-tv/>






THANK YOU



wingwoo@hkbu.edu.hk



Visit the HKBU booth #419 and meet with Rebekah Wong, Head of DIR



孫中山先生誕辰160周年紀念活動 2
An Event Series in Commemoration of the 160th Anniversary of Dr. Sun Yat-sen's Birthday

**Sun Yat-sen Projects
& History in Data @HKBU**

in
Association for Asian Studies
2026 Annual Conference

March 12 - 15
Booth #419, Exhibit Hall,
Vancouver Convention Center, Canada

We're Exhibiting
Association for Asian Studies
AAS2026
Vancouver

HKBU | LIBRARY | 史 HISTORY IN DATA