



mediatic

Project Newsletter

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NEW TECHNOLOGIES ARE NEW OPPORTUNITIES

mediatic

"Working for the future of the audiovisual sector"

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Kristiansand, a small but committed audiovisual business

In the framework of the EU funded Medi@tic project, in late 2013 the City of Kristiansand commissioned a report on the film and media industry in the region. The report provided a broad business analysis, support programmes and a SWOT for each of the film/media sectors.

The report gave a comprehensive overview of the audiovisual industry in the Kristiansand region, the related local education and training opportunities, national aspects related to distribution, law and regulations, background industry information and, finally, an overview of Norway's position in the European audiovisual sector.

A key weakness related to the film sector was that the industry was characterized as fragmented and mostly consisting of self-employed individuals and tiny companies and lacking important and visible "locomotives". This situation, coupled with a difficult financial situation for many of the players, was found to hamper cooperation, mentoring, support and knowledge sharing. Some key strengths were found to include highly dedicated and committed individuals, the educational offerings, equipment and infrastructure in the region, a local film centre and the Kilden Performing Arts Centre. The local computer game industry was unfortunately found to be marginal, also reflecting the national situation.

However, important competences from animation and 3D-modelling were found to have migrated to the advanced and important petroleum equipment industry.



The recommendations in the report were structured in four main areas:

1. Strengthen domestic industry
2. Creative Kristiansand region
3. Film friendly Kristiansand
4. Unlocking the potential

The recommendations on strengthening the domestic industry included a better cooperation among small companies for larger projects, niche focus, mentoring / transfer to expertise and stronger focus on innovation and creativity. Creative Kristiansand included focus on skills needs, understanding of the International market, International high-level mentoring, improving digital and media literacy programmes. Film friendly Kristiansand included recommendations related to producer grant funding, a local film fund, a development agency to support and promote the Kristiansand film industry, one source access to local film industry information, and Kristiansand region as a film location.

Finally, unlocking the potential included proactivity related to EU programmes, developing competence in funding mechanisms, aligning regional policy with the emerging EU policy, development of regional policy to assist local digital industry initiatives to develop, facilitate networking and expanding International contracts.



Vidzeme planning Region introduces the draft Policy Implementation Plan to the stakeholders

Vidzeme Planning Region (VPR) has finished working on the draft Policy Implementation Plan for the audiovisual sector in the Vidzeme region. The plan defines the necessary preconditions and proposes courses of action for successful growth of the sector in the region.

On 27th of June VPR held a stakeholder meeting where the Implementation Plan was presented and followed by a discussion on how to put it into practice. The meeting was attended by representatives from local municipalities, companies, local art school, business, and the innovation incubator. The stakeholders concluded that the audiovisual sector could become one of the Vidzeme's region smart specialization sectors, because it is very fast growth and future development potential.

This is in line with the recently completed SWOT analysis of the regional audiovisual sector which indicates the significant potential of the sector in the region. Among the hindering factors identified were: the lack of qualified workforce, unavailability of finances, lack of support institutions and the challenges to be competitive in the global market. Strategic actions were identified within four areas of policy development:

- Development of a Regional Development Programme 2014-2020 emphasizing the audiovisual sector and ICT;
- Education and re-training of the workforce in the field;
- Development of new products and services in audiovisual sector, as well as, actions supporting;
- Cross-sector cooperation and market pull activities.

Several suggestions were made to help to develop the sector, these included: more active promotion of mutual cooperation as well as the necessity for the identification and promotion of charismatic and well trained *matchmakers*, who would be able to bring the right people together in order to implement ambitious and successful projects, start new initiatives and businesses.



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Genoa Happens! Genoa meets the independent gaming sector

On June 27th a workshop was held in Genoa addressed to all stakeholders involved in the game development sector.

“Game Happens!” has been the first workshop on the theme organised in Genoa by UruStar, an independent game development studio; together with the Genova-Liguria Film Commission and with the support of the General Consulate of the Netherlands.

“Game Happens!” was a one day workshop dedicated to bring together and promote, the networking and the development of the local enterprises working in the creative sector of the game development. Audiovisual sector professionals spoke about their own experiences, showed the useful skills in the sector and drafted a professional development pathway.

The event showcased National and International success stories to inspire the local creative industry. It was a great opportunity for professionals and students interested in the video recreational sector to gather and to network.

The event was divided into three parts:

- The “Overworld Session” saw the participation of several speakers: Rami Ismael (a Dutch game evangelist), Zuraida Buter (coordinator of the Global Game Jam), Federico Fasce (Creative Director of the UruStar), Thalita Malagó (General Secretary of the Italian Association of videogame publishers and developers, ASE-VI) Nicolò Tedeschi and Paolo Tajé (who presented the experience of *Mirror Moon EP*), Mauro Fanelli (Cofounder of Mixed Bag) and Elisa Di Lorenzo (who presented the crowd funding campaign of *Loading Human*).

- The “Underworld session” provided a series of 15 minute talks. During it, the attendees were able to try some video-games.

- The above were followed by an evening movie “Indiegame The Movie”, an Independent documentary, which won the “World Cinema Documentary Award” at Sundance Festival, in 2012.



Competition of Video Games in San Sebastián

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DESARROLLO ECONÓMICO DE SAN SEBASTIÁN
DONOSTIAKO GARAPEN EKONOMIKOA
SAN SEBASTIAN ECONOMIC DEVELOPMENT

Since 2003, Fomento de San Sebastián (FSS) has been working hard with a view to enhancing the audiovisual and digital sector in the region of Gipuzkoa.

Within this context, FSS has successfully organised a video game competition directed to all those interested in that sector. Both individuals and groups of up to 5 people are eligible to participate.

The objective of the competition is to present a video game draft, with a part of it completed. There are prizes for:

- Best content in Video Game
- Best Video Game Design
- Best Video Game soundtrack
- Best use of IT in Video Game

In addition to those, the 10 best rated projects will get some supports to develop their skills and their projects.

More about it [here](#) (in Spanish)

Creative Digital Network Cork's Website, on the way



Creative Digital Network Cork continues working in order to heighten the visibility of the sector. The absence of visibility is frequently the reason that the local enterprises are not even considered for work.

In view of this situation, the Cork institute of Technology has decided to develop a sector website to showcase the region's Creative and Digital. Through this website, anyone will be able to see a range of projects completed by local companies and contact the ideal creative partner.

The site is being developed by [Granite Digital](#) (a local company) and CDNC plan to launch the website in the Autumn 2014. Site functionality will allow companies to upload information on their skillsets.

Medi@tic project, current situation



As we reported in our last Newsletter, the closure of Sevilla Global has brought some changes in the operations of the Medi@tic Project.

Project leadership is now transferring to Fomento de San Sebastián and the Cork Institute of Technology will take responsibility and dissemination areas of the project.

Apart from a monthly newsletter, the project will be expanding its activities the use of social media.

Work within the partnership, in cooperation with the Interreg Technical Secretariat is ongoing in terms of these changes and we shortly expect that all outstanding issues will fully addressed and regularised.

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Medi@tic Project Final conference in San Sebastián

The final conference for the Medi@tic project will take place the 28th and 29th of October in San Sebastián. The theme of the conference will focus on Video Games as more than entertainment.

Details to follow in our next newsletter.

