



# mediatic

## Project Newsletter

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ARE  
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mediatic

"Working for the future  
of the audiovisual sector"

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### Medi@tic project partners meeting at Krakow, Poland

The Bielsko-Biala regional partner hosted the June 2014 meeting of the Medi@tic Steering Committee which was held on the 10th and 11th of the month at Krakow in Poland. One of the main focal points of the meeting was the loss of Sevilla Global as a partner and the redistribution of tasks earlier assigned to this organization.

All partners reported good progress in the development of their Local Implementation Plans for the projects, which are being drafted following detailed SWOT analyses of the Creative Digital Sector in all partner regions. While there is a wide geographic spread of partners and some regions are more highly developed than others, there were a number of consistencies across the partner territories in terms of shared findings. The individual SWOT reports together with an overview can be downloaded from the studies and Reports section of the project website.

All partners are currently finalising their local implementation plans, focussing on how Creative Digital enterprises in each region can be supported to win higher shares of the global market for digital product.

### Krakow Site Visit to Alvernia Studios



The Krakow meeting included a very interesting site visit to the Alvernia Motion Picture studios outside of Krakow. Alvernia Studios is one of the most modern film studios in Europe. The facility combines complex film services with investment in its own productions and co-productions. The studio produces international features for theatrical release, video games, music projects and commercials. The filmmaking one-stop shop offers soundstages including a shadeless spherical blue screen, music scoring studios, mobile units in a fleet of modern swap bodies, full shooting equipment, and motion capture

services based on ultramodern Vicon cameras. Postproduction facilities offer a full range of services, starting with a negative laboratory with telecine transfers, through scanning, colour correction, visual effects, to full film audio postproduction including final mix and Dolby printmaster.

The Studios' comprehensive services are delivered by an experienced, professional, international team and state-of-the-art technology required to produce even the most sophisticated projects.

The investment was supported by the European Union through the Innovative Economy Operational Programme. In 2012, Alvernia Studios was awarded in a competition organized by the Polish Agency for Enterprise Development in the category "Innovative Project – Innovative Solution".

## Genoa Cornigliano Audiovisual cluster enhancement

The Municipality of Genoa, through the collaboration between the Culture and Tourism Department and the Economic Development Department has issued an action plan to support both the SME that already work in the Creative Industry Sector and the start-up of the same sector.

More in details, as already expressed in the Medi@TIC Policies Implementation plan, the plan foresees and action with the aim to strengthen the Creative Industry Cluster of the Audiovisual district in Villa Bombrini in Cornigliano.

The theme of Creative Industry, and in specifics the one of Audiovisual sector was considered very relevant for the economic development of the city, already in the political programme of the mayor Marco Doria. The same programme identified, among the actions to strengthen the audiovisual sector, the support to the establishment of clusters, gatherings and incubators of creative companies and the promotion of opportunities of networking within the industry and with similar sectors.

The Municipality will support the companies based in the Cornigliano district with € 300.000 in developing their activities through actions on building activities, buying tools and furniture, buying software and licenses, taking part in refresher courses, organising campaigns of promotion and marketing, and on strengthening the network among the companies of the Cornigliano District.

The applied projects will be evaluated on the basis of the project quality in connection with the real strengthening if the company, of the increasing ability of market expansion, of the competitiveness and of the economic reliability of the foreseen investment.



Medi@tic



## Vidzeme Planning region seeks opportunities in developing audiovisual sector

Since the beginning of Medi@TIC Project with each step Vidzeme Planning Region (VPR) has realized more and more the potential of the audiovisual sector development in our region.

Thanks to SWOT analysis we have identified our strengths which we need to improve and weaknesses that we need to work on and find solutions. During the projects life time we have had several stakeholder meetings where VPR presented the results of the SWOT analysis and discussed cooperation opportunities within the involved parties in the audiovisual sector.

Professionals of the field have claimed that the audiovisual sector has a great potential in Vidzeme region and it can easily attract professionals from other regions and even the capital Riga. Vidzeme region has the competitive infrastructure, cheaper expenses and in this sector it is possible to work from distance. Due to these advantages Vidzeme region hopes to attract more professionals with their own partnerships.

In March VPR held project partner meeting and seminar about cooperation in ICT field and development of digital audiovisual sector with some success stories from the field like Valmiera Business and Innovation Incubator which helps young entrepreneurs start their path in business, globally successful product - motocross game "Motocross Elite", movement of cinema bloggers in Latvia and other.

The Seminar was very well received and highly attended. All these events were targeted towards one goal – to improve the development process of policy implementation plan of audiovisual sector in Vidzeme region by incorporating opinions and visions of those who are most involved in this field. Now the policy implementation plan is ready and at the end of June will be introduced to the stakeholders.



## Sevilla Global closes business



Partners were very sorry to learn that the lead Partner in the project Sevilla Global has closed for business with a loss of all jobs.

A hand over in roles is currently being negotiated by Sevilla City Council with the Interreg IVC JTS . Plans are advancing for a transfer in the lead role as project manager Component 1 to Formento San Sebastian and of component 2 on publicity and dissemination to the Cork Institute of Technology.

It is hoped that this will be smooth transition and that all aspects of the process should be finalised by mid July. In the meantime the project is continuing and work has not suffered.

## Creative Digital Network Cork is Active



A significant win from participation by Cork Institute of Technology in the Medi@tic Project has been the establishment of Creative Digital Network Cork.

The Medi@tic local SWOT analysis highlighted a lack of connectivity between key industry players in the region's Creative sector and following which in the course of information sessions and stakeholders consultations it was very clear that an appetite existed to create an active network.

The network has now held four meetings and is actively addressing the priorities as identified in the Medi@TIC Implementation for the Greater Cork Area.

Miguel Vallero who is on an internship from San Sebastian with CIT is acting as the network coordinator. Miguel can be contacted by email to:

[mediatic@cit.ie](mailto:mediatic@cit.ie)

## The Commission adopts new film support rules



The new Cinema Communication allows aid for a wider scope of activities, highlights Member States' discretion in defining cultural activities worthy of support, introduces the possibility to give more aid to cross-border productions and promotes film heritage.

Under the new rules, Member States are still allowed to impose territorial spending conditions on beneficiaries of audiovisual aid measures.

For more in-depth information please visit:

[www.eubusiness.com/topics/media/cinema-aid](http://www.eubusiness.com/topics/media/cinema-aid)

## Medi@tic Project Final conference San Sebastian

The final conference for the Medi@tic project takes place in San Sebastian in October.

Details to follow in our next newsletter.

