

WORKING FOR THE FUTURE
OF THE AUDIOVISUAL SECTOR

*"Mediatic is an European project
established to support business creation
in the audiovisual sector
and the media companies adapt
to new technologies
and new business opportunities and formats.*

*Its aim is to identify opportunities
offered by new technologies
in the field of media and audiovisual."*



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mediatic

NEW
TECHNOLOGIES
ARE
NEW
OPPORTUNITIES

The Medi@tic project

The Information Society has drastically changed the way that consumers access audio-visual products (streaming, 3D, Internet, mobile technology, etc). As a result, the recent arrival of the Digital Era has created a substantial technology gap for the traditional audio-visual industries in Europe, which are adapting too slowly to these technological changes.

On the other hand, local and regional authorities participating in this project - aware and concerned about these challenges - have traditionally supported the sector through active policies aimed and supporting film production (grant schemes, Film Commissions, offering specialized lands/areas, etc), need also to adapt their policies and actions to the new reality.

The idea for the Medi@TIC project was conceived among partners from different regions that shared interests and concerns about creative industries and, the audiovisual sector in particular, and that had already been discussing it through different networks (Eurocities, Baltic States, Atlantic Cities, etc.). Some of the partners had already participated in other INTERREG IVC related projects, for example, Seville in the CITIES project or have specific departments to support the audiovisual industry, such as San Sebastian.

The main aim of the Medi@TIC project is to transfer digital media development best practices between regions and sectors to help create new business and jobs.


During the life of the project, partners will:

- Document best practice used by different regions to stimulate the digital media sector.
- Adapt and transfer these best practices for use in other regions and sectors.
- Develop action plans in each region, incorporating transferred best practices, to improve the development perspectives of the digital media sector.
- Develop a Digital Media Observatory to disseminate on-going project developments to a wider European audience.

Partnership



Sevilla Global, Urban Agency for Comprehensive Development Seville City Council - SPAIN


 Seville is one of the most important cities of Southern Europe. Located in the heart of Andalusia, Seville is not just a prime tourist destination, but in recent years has also proved to be an important commercial, economic and industrial city.

Seville is a city with a modern infrastructure for the deployment of all kinds of businesses and has a highly developed industry in many areas. The sevilian economy has strong industries such as agri-foodstuffs industry, shipbuilding, with a long tradition linked to the port, aeronautic, as well as the auxiliary automotive industry. In addition, Seville has other important buoyant industries such as fashion and clothing, intermediate and final chemistry industries, industrial and civil engineering, architecture, consulting, human resources, design and advertising, and, of course, culture and tourism. The audiovisual sector in Seville is a very significant percentage of the Andalusian audiovisual cluster. Taken together with the metropolitan area, Seville is one of the main audiovisual cluster at regional and national level.

Seville organizes the Seville European Film Festival, that it has established internationally as a benchmark of the films made in Europe.

Also, Seville offers myriad opportunities as a place for all kinds of films and genres. In addition to its unique cultural and historic heritage, today it is modern, cosmopolitan city with excellent travel connections to anywhere in the world. And thanks to its privileged location, it enjoys more than 3,000 hours of sunshine a year.

San Sebastián Local Development Agency - SPAIN

 Fomento de San Sebastián, S.A. is a public municipal corporation dedicated to the Economic and Social Development and Promotion of the city, through innovation, networking and the promotion and management of projects, all in accordance with criteria of sustainability.

We are working to transform the socio-economic model of the city, by promoting the development of emerging sectors (through a local clustering model) and supporting business through this transformation.

One of these sectors is the Audiovisual and Digital industry.

For the past 60 years, San Sebastián has been decking itself out in all its finery to celebrate the International Film Festival, committed to showing and promoting audiovisual contents, which has given rise to other events, positioning the city as a leader in the audiovisual industry.

Culture has also been one of the city's aspirations. The "cultural dish of the day", Jazz, the Musical Fortnight, and the strong backing for major projects such as European Capital of Culture 2016 and the Tabakalera project are proof of that.

This urban concern has shaped people who, as well as viewing contents, wanted to make their living from them, and so went on to become professionals and set up companies in the world of film, television and video.

In accordance with this business reality, FSS has made a commitment to the audiovisual industry as an emerging sector capable of generating qualified and sustainable employment.


Our intervention in this field has delivered the following results:

- The Local Participation Forum made up of major players in the audiovisual and digital industry.
- The San Sebastián Film Commission, the municipal office which manages over 200 audiovisual shoots a year.
- PI@-Audiovisual and Digital Innovation Cluster, in its dual conception:
 - > Advanced building which houses over 30 specialist companies which develop their activity within the creation and editing of contents, aggregation and distribution, audiovisual ICT, network management, specialist training centres, technology unit and sector support services.
 - > Extended network of over 100 professionals and companies which benefit from services to enhance competitiveness, training, expert consultancy, collaborative work, technology and market tracking.

PI@ has evolved alongside the audiovisual sector. It was created as a local project to invigorate and boost small film, television and video production companies; and it has been transformed to encompass new companies which emerge from the convergence between the audiovisual, technological and artistic spheres, and which give rise to a new value chain in the sector

In this respect, participation in the Mediatic project will allow us to identify best practices in local and regional politics for the development of ITCs in the audiovisual sector with a view to implementing them in our strategy in relation to this sector

Cork Institute of Technology - IRELAND

 Cork Institute of Technology (CIT) is a University-level Higher Education Institution located in Cork, Ireland. Founded in 1912, it currently has in the region of 12,000 registered students, across two Faculties (Science & Engineering, and Business & Humanities) and three constituent Colleges (CIT Crawford College of Art & Design, CIT Cork School of Music and the National Maritime College of Ireland). CIT was named Irish Times Institute of Technology of the Year in 2006 and 2010. (www.cit.ie)

CIT Crawford College of Art & Design comprises four departments, one of which is the Department of Media Communications, offering undergraduate and postgraduate programmes in Visual Communications, Public Relations & Journalism with New Media, and Multimedia. The Medi@tic project will provide the opportunity to participate in work on the Observatory, which will be a useful repository for digital media content, and also because the project promotes connections between the department and the digital media industries/organisations in the region and beyond.

Cork is the second city in Ireland with a population of 120,000. It was European Capital of Culture in 2005, and was named by Lonely Planet in 2010 as one of the top five places to visit in the world. It is situated in the South of Ireland in the Munster province ([http://en.wikipedia.org/wiki/Cork_\(city\)](http://en.wikipedia.org/wiki/Cork_(city))). Its main industries are in software and pharmaceutical.

Cork has a thriving cultural landscape, with third level student populations in visual art, music, drama and architecture. It is known as the City of Festivals, with the Cork Film Festival taking place in November each year, and the Cork French Film Festival taking place in March. It also has internationally renowned festivals for jazz, folk music and choral music.

Vidzeme Planning Region - LATVIA

 Vidzeme is the biggest region in Latvia in terms of the territory and the smallest one in terms of inhabitants. The Vidzeme Planning Region (VPR) is a legal public body under the control of Ministry of Environmental Protection and

Regional Development of Latvia. VPR was established to define regional policy, to ensure development and spatial planning, to ensure co-ordination and co-operation between municipalities and other regional institutions and to implement regional projects.

During the project VPR will collaborate with three different stakeholder groups to reach the main objectives of the project:

- Start-ups operating in the field of multimedia or audio-visual industry that are hosted by the Regional Business Incubator will be developed;
- The regional televisions will be involved in the workshops and seminars of the project;
- To provide creation of a "European Observatory" and an implementation plan, VPR will collaborate with a regional university – the Vidzeme University of Applied Sciences.

In cooperation with the Vidzeme University of Applied Sciences, new entrepreneurs and Regional Televisions, VPR plans to achieve the project objectives and promote a successful exchange of experiences between the partners in the project."

Local Councils' Association - MALTA


 The Local Councils' Association was established in 1994 through the issue of specific Regulations entitled: Local Councils (Association) Regulations, 1994. From time to time, these Regulations were amended and enhanced.

The Regulations state that: "There shall be a Local Councils Association representing all the Local Councils with the aim of protecting and promoting the common interests of all the Local Councils and to represent, solely for the purposes of these regulations, all Local Councils in Malta and overseas, and on international associations of local government authorities."

The aims of the Association shall also include those of protecting and promoting the common interests of Local Councils as well as offering consultancy services, training on its own initiatives and in conjunction with any other Council or Councils.

The Association is a juridical body having a distinct legal personality. It represents all 68 Local Councils in Malta and Gozo.

Regional Development Agency Bielsko-Biala POLAND

 RDA Bielsko-Biala is experienced, non-profit regional organization actively working on the field of regional development and regional capacity building.

The idea of the Agency is to initiate, organize and support the development of south Silesia voivodeship area and its promotion in Poland and abroad.

We accomplish our aims with help of stockholders funds, the profit from our business activity and other forms of financial support including European Union funds.

The special achievement of Agency is completed Beskid Technology Incubator building in Bielsko-Biala in 2005.

Our past activity was noticed and rewarded on the international stage by inviting our Agency to the European Association of Development Agencies EURADA seated in Brussels and choosing Mr Ginda (our president) to be a Vice President in 2011.

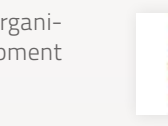
In Poland the Agency is a member of The National Association of Regional Development Agencies NARDA.

RDA Bielsko-Biala through its active involvement in regional policy making, business environment creation, business support activities and services, gained sufficient experience and has established wide network of cooperating international, national and regional organizations and authorities, science parks and clusters.

Range of services offered :

- Regional policy development
- Business environment creation and support
- Consultancy
- SME support and development activities
- Project development and management
- Internationalization services
- Clustering services
- Business incubation and company coaching
- Start-up and spin-off services
- Training programs development and execution

Municipality of Genoa-Cultural Heritage Research and University Department-Cultural Policies Office - ITALY

 The Cultural Policies Office favours the Municipal Administration's cultural policies, carrying out different initiatives in order to realize the best conditions for participation of schools, young people, elderly and disabled persons in cultural events and to give many occasions for the valorisation of young artists' creativity.

Moreover, the Office supports the actions of the Culture and Innovation Department by promoting intercultural dialogue and access to culture proposed by Municipality of Genoa as strategic policy with regards to integration and tolerance.

The office's work is inspired by the principles of the Agenda 21 for Culture integrated with the guidelines defined by the Municipality Strategic Plan and it is harmonized with the decentralization and participation processes, currently in progress, after the adhesion by Genoa to the International Association of Educational Cities and to other international networks.

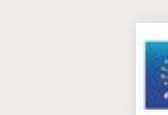
Within this framework, here the Cultural Policies Office main tasks:

- Youth creativity policies
- Access to culture

Furthermore, the Municipality of Genoa - Culture and Innovation Department is actively participating in EUROCIITIES (the network of major European cities), notably its Culture Forum. Moreover, it collaborates in many regional, European and international projects.

Even if the Municipality obviously does not work directly in the audiovisual production, it has the political strength of coordinating and carrying out policies able to increase and favour the development of audiovisual companies at local level.

ERNACT EEIG - IRELAND

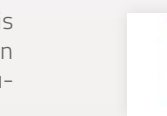
 Collaborate and innovate within the ERNACT network of European regions, working together to realise the benefits of Information and Communications Technology (ICT) to accelerate development of the Digital Agenda within their respective regions.

Working with ERNACT, partners have access to a network of like-minded regions throughout the European Union, where a virtuous cycle of ICT project development, innovation and sharing of best practice takes place.

Since 2011, the ERNACT regions have jointly developed and secured a number of new projects in the areas of electronic public services, transfer of best practice in ICT energy efficiency and broadband, interactive location aware tourism services, digital media and broadband models for rural areas.

The network has commenced planning a new series of trans-regional Digital Agenda projects to support its regions' Smart Specialisation topics.

Municipality of Kristiansand - NORWAY

 Kristiansand is the administrative, business and cultural capital of Southern Norway. Nicknamed "the coolest Riviera" by the media, it is a modern city with a cosmopolitan history.

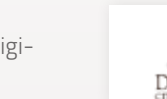
A leading light in the technology sector and number one in exports, the Kristiansand region is the fastest growing region in Norway. With a population of 120,000, the region comprises six neighboring municipalities and Kristiansand.

Flourishing businesses in and around Kristiansand attract engineers and professionals from the University of Agder and other national and international educational institutions. Some of the largest companies are energy based, either as suppliers to the oil industry or as producers of or suppliers to the emerging renewable energy market. The Kristiansand region boasts a wide range of technological expertise with an international approach. The region is becoming increasingly multinational, with close to 150 nationalities represented in the city of Kristiansand alone.

Kristiansand was recently named the Best Cultural City in Norway, due to its strategic efforts to develop effort a broad range of cultural activities. The Kristiansand City Council established the Cultiva Foundation in 2002 with aims to promote a more dynamic city through innovation, development and competence building within the creative environment of the city. During the summer music-festivals are held on several outdoor stages in Kristiansand and Southern Norway. Festivals have been hosting artists like Slash, Marilyn Manson, David Bowie, The Who and Alicia Keys.

The new concert and theatre house, Kilden, opened its doors in 2011. With its 2,200 seats Kilden houses all types of cultural events, including pop, rock and stand-up comedy, the Agder Theatre, the Opera South, the Kristiansand Symphony Orchestra and several large scale conferences per year.

Derry City Council - UK

 Derry-Londonderry is the economic, cultural and infrastructural hub for the North West of Ireland and is located in Northern Ireland on the border with the Republic of Ireland.

Derry-Londonderry is the second largest urban centre in Northern Ireland and fourth largest on the island of Ireland (109,097 people) with a cross border catchment of almost 400,000 people.

It is Ireland's most youthful city and region with over 43% of the population under 30 years of age. The city is just 72 miles from Belfast and 140 miles from Dublin, and the City of Derry Airport is just a 1 hour flight from major UK cities including London, Birmingham, Liverpool, and Glasgow.

Derry-Londonderry is University City with a total 40,000 students across the city and region's further & higher education institutions with approximately 5,500 graduates each year. With world-class research facilities the North West is recognised internationally as a hub for nanotechnology, life and health sciences, clinical research, intelligent systems, cloud computing, software development, computing and design, digital media, creative businesses, engineering, nursing, business, management and financial services.

Derry-Londonderry is a Super-Connected City and has the fastest city-to-city international telecommunications link with the east coast of the USA (66ms to Manhattan, New York) with world class capacity (40Gbs) and 99.9999% reliability of service. Derry-Londonderry is the only city in the UK and Ireland to offer 100% availability of fibre optic broadband connectivity to 34,500 homes and businesses with Wireless Internet available throughout the city centre.

The city is one of Northern Ireland Signature Tourism Destinations, the only intact walled city in Ireland and Derry-Londonderry is the inaugural UK City of Culture in 2013. The momentous achievement means that throughout 2013 Derry-Londonderry will play host to a year-long celebration of culture in the city, opening its doors to visitors from across the world.