



# mediatic

## Project Newsletter

[www.mediaticproject.eu](http://www.mediaticproject.eu)



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### Medi@tic project Final conference in Donostia - San Sebastián

On the 28<sup>th</sup> and 29<sup>th</sup> of October Medi@tic Partners will hold their 9<sup>th</sup> Steering Committee Meeting and final conference of the project in San Sebastián. The event will be hosted by the project leader Fomento de San Sebastián.

The meeting of the steering committee will take place on the morning of the 28<sup>th</sup> October when partners will consider different aspects of project management and its delivery, responding to the development of the audiovisual sector across the ten participating European regions.

A site visit is also planned, when all the partners will visit the PI@ building, situated in Zuatzu Business Park. The PI@ building is a cutting-edge innovative business space dedicated to the audiovisual and digital content industries. This is an important resource in developing the competitiveness of local San Sebastián companies in the global market place. Besides the technological equipment and working space provided, PI@ offers specialised services in areas such as professional development and enterprise training geared towards the creation and consolidation of enterprises in terms of their ongoing sustainability as well as their technology and innovation requirements.



The project final conference will commence on the morning of the 29<sup>th</sup> October, in the [San Telmo Museum](#), which is in the old part of San Sebastian. The theme of the conference focuses on 'Video Games as more than entertainment'. Workshops which will be assisted by expert speakers will examine the topics of :

- Innovation and new business models in the Video Games sector.
- Video Games sector applications to more mature sectors.

Apart from representatives from the Medi@tic project, partners will be attendees from the audiovisual and digital sector in the Basque Country as well as representatives of local institutions (San Sebastián City Council; [San Sebastián 2016, European Capital of Culture](#); Fomento de San Sebastián - the Local Development Agency.



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## Higher investment in Digital platform in Malta

On Saturday 13<sup>th</sup> September 2014, [Portomaso Gaming](#), a leading gaming company in Malta, launched a new digital platform for its live Casino and studio, which are now combined into one product, following an investment of €500,000 with the creation of 25 job opportunities.

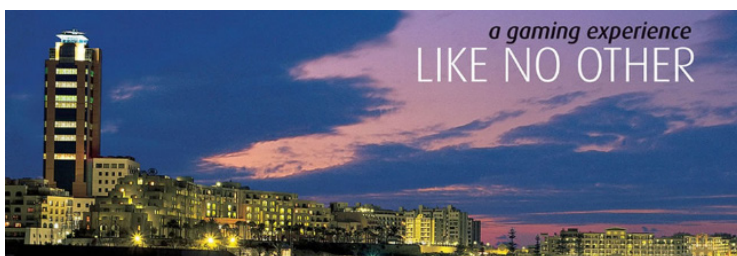
The Video Games market has changed significantly as the demand for video games is increasing in terms of quantity and quality: lifelike graphics having become an essential requirement for video games. However, the creation of lifelike graphics presents many drawbacks for developers including increasing costs, complex management systems and longer pipelines.

The new platform, which offers a complete bonus system, a new studio roulette with interactive background, high definition streaming and a dynamic games lobby, was unveiled by the directors of Portomaso Gaming in the presence of the Economic Growth Parliamentary Secretary, José Herrera. Portomaso Gaming invested in the new platform to reach a wider audience and to tap into the mobile gaming sector, a relatively new area of entertainment in the gaming industry. The new platform was produced by a team of 30 programmers, 15 graphic designers and a host of musicians.

Parliamentary Secretary, José Herrera, said that this investment augured well for the efforts made by the present government and private industry to make Malta a gaming hub. Malta's success as a gaming hub was attributable to a number of factors among them the reputable jurisdiction the country enjoyed.

"Our efforts will continue to strengthen Malta's potential in this industry. We believe that with the advent of Gaming Malta and the Gaming Academy, this potential will increase further" he said.

Portomaso Gaming started operating in the remote gaming business seven years ago and was the first to offer two live games from the Portomaso Casino. At the time, players could play Roulette and Punto Banco against the dealer and live casino players. In 2010, Portomaso Gaming started to produce RNG games and added 12 new games. The work on the new casino platform started in the year 2012 with the first development being a blackjack studio that added an interactive element to the game. Since then the offer increased to include live casino roulette, live studio roulette, automatic roulette, live studio blackjack, 60 RNG games and Punto Banco.



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## Experts of audiovisual sector discusses Medi@tic and educates about trending topics

The audiovisual sector is the fastest growing field in the world. Everyone - on a daily basis - uses some sector related informational or entertainment technologies. A Medi@tic dissemination event hosted on August 14th for the Vidzeme Planning Region of Latvia gathered together audiovisual sector experts to discuss the project as well as examining trending topics in the audiovisual field.

The emphasis of the event was on the development of the audiovisual sector in Latvia as well as on audiovisual based solutions for the effective and creative marketing of ideas for businesses and organizations. The audience had an opportunity to hear success stories like that of Latvian company CUBE which is the country's leading IT solutions agency with global reach. The Latvian IT Cluster representative told about the cluster's experience in developing the audiovisual sector in Latvia. A communication and marketing expert delivered a lecture about enterprise communication in the century of digital and interactive opportunities. The Medi@tic Policy Implementation Plan for the audiovisual sector development in the Vidzeme region was also widely communicated and discussed.

As part of the regional event, the Vidzeme Planning Region organized a practical workshop for a group of international and local students visiting the Vidzeme University of Applied Sciences. Students in groups created and discussed plans for integrated audiovisual marketing and communication campaigns for local companies aiming to enter global markets with their products. As part of the event, students developed a scenario for funny video advertisements, suggesting ideas for product promotion at International Fairs as well as modelling the options for entering highly competitive markets. During the workshop a lively discussion arose on the use of how symbols and concepts can be used for product communications on a global scale.



## The Games Factory Donostia



On the 20th of September “The Games Factory Donostia” was presented by Fomento de San Sebastián in the PI@ building. The main aim of this program is to promote and boost the Video games sector, which is positioning itself as a main driver of the digital economy.

The video game industry is seen as young and innovative; it creates new business opportunities and increases the potential for job creation and product sales to a global audience.

The programme for the event included:

- “The History of Basque video game (1985 - 2009)” by Julen Zaballa [@Asadapi](#)
- The screening of “Insert Coin”, a documentary about the video game creation in Spain
- A chance to play to P.T. video game on giant screen
- Virtual reality glasses

Approximately 300 people were in attendance and the audience showed great interest in the video games sector. Fomento de San Sebastián has been working since 2003 with professionals and companies to strengthen local audiovisual and digital industries.

## The 59<sup>th</sup> Cork Film Festival: from 7<sup>th</sup> - 16<sup>th</sup> November



Apart from screening a rich selection of new global art house films, recent Irish films, live events and treasures from various archives, the 59<sup>th</sup> Cork Film Festival uses a number of avenues to assist in developing the careers of Irish filmmakers.

**Shorts @ CFF** is a standalone Short Film Festival within the main festival, which has 15 screening of films in competition and four training events. Two juries award four prizes.

Each of the Talent Development Programme’s four events is followed by networking opportunities to help Cork and Irish filmmakers create new connections, after a day spent learning. **‘Listen’** is a new half day symposium designed to teach filmmakers, composers, and sound artists and designers how to work with each other. **‘Fund’** is a morning series of panels and case studies which explore traditional and non-traditional sources of funding. **‘Incubate’** teaches the business of being an independent filmmaker, by providing access to festival programmers, sales agents, distributors and other industry experts. **‘Emerge’** is part show and information cascade, which explores the nexus of digital practice and the audio visual.

The Festival works closely with University College Cork, St John’s College and Medi@tic project partner, Cork Institute of Technology to give students deep access to the Festival; pairs of undergraduates from each make up the Youth Jury, which views ten films and selects one prize winner.

[Cork Film Festival Website](#)

## Bielsko-Biala, Policy Implementation Plan and Local Information Meeting

On the 19th September, a Local Information meeting was organised in Bielsko - Biala. Representatives of local government and entrepreneurs were briefed on measures envisaged in the Medi@tic Policy Implementation Plan. The main goal of the meeting was to disseminate the results of the Medi@tic project and also to discuss mechanisms for applying good practices from other partners on how to develop the audiovisual sector in the region of Bielsko - Biala. During the meeting particular needs of companies in the audiovisual sector were evaluated and potential measures to trigger creations of new jobs were discussed.

