
Creative
Industries

Knowledge Transfer Network

THE CREATIVE INDUSTRIES BEACONS FOR INNOVATION

The creative industries are celebrated as a great economic success story of recent years, even in the context of the recent recession. They have outpaced other sectors of the UK economy in employment, growth and profitability. Our creative industries provide a strong competitive edge in global markets.

Historically a great hive of innovation, entire sectors of the global creative industries have been pioneered in the UK on the back of UK-led inventions and technologies. The UK must be an inspiring place; think of television, or stereo recording in the early and mid-20th Century; or more recently, the high tech architecture that has swept the world and reflect on the wave of Internet innovation still in its infancy today.

Our creative industries are not just great inventors and harnessers of technology but also great interpreters and supporters of innovation throughout the economy as a whole. Our design industries are world leaders in the application of technology to respond to people's needs and fulfil their desires.

But the pace of technology innovation as well as the ambition of our global competitors is increasing. To continue leading, we need to accelerate the evolution of our creative industries. Particularly given the stimulus new digital networks and technologies are having on our content industries, the urgency of staying ahead of the curve is palpable.

The UK's innovation ecosystem is dense and vibrant – world-class creatively driven businesses of all types sit cheek by jowl with some of the world's leading technology innovators, scientists and researchers, in both industry and universities. But do we make the most of the opportunities that could flow from this?

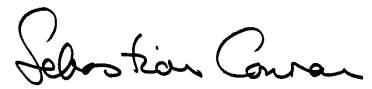
What if we could make sure all the potential creative innovators in the UK were connected to each other? If they could share their ambitious visions of the future and be linked to sources of innovation funding and support to give them the best chance of making their innovation happen here?

The Technology Strategy Board is committed to connecting and catalysing innovation in the creative industries, having provided more than £15m in direct research and development support to companies in the creative industries in the last two years, and with a strategy for ongoing support in the future.

We are confident that the Creative Industries Knowledge Transfer Network, will support creative industries and technology organisations to make the right connections, accelerate innovation and build on their success in the global marketplace.



Iain Gray
Chief Executive
Technology Strategy Board



Sebastian Conran
Advisory Board Chair
Creative Industries Knowledge
Transfer Network

**We are the
national
Creative
Industries
Knowledge
Transfer
Network**

We are one of 14 Knowledge Transfer Networks that are funded by the Technology Strategy Board to support business led innovation across the UK.

We were established by a consortium led by the University of the Arts London with Imperial College London, the Royal Institute of British Architects (RIBA) and TIGA, the trade association for games developers.

Our team comes from the creative industries, having experience in games, design, music, advertising, software, Internet, digital networks and business development.

But our real strength is the broad range of skills, knowledge and experience of our members.

Membership of the network is free and you can register now at creativeindustriesktn.org

**We accelerate
the evolution
of the creative
industries**

We are about helping people meet, share ideas and shape the future.

Meeting other innovators at our live events and through online communities accelerates the relationships you need to establish new innovation partnerships.

Sharing the latest knowledge and thinking accelerates your business's ability to imagine and develop successful ideas.

Connecting people with funding and support accelerates your development of new products and services.

These activities come together in our Beacon Projects. We will run 14 Beacon Projects over the course of the next two years. They will tackle big challenges for the creative industries that have emerged from our discussions with leading experts from across the UK.

**Beacons to
illuminate
the future for
the creative
industries**

Beacon Projects create positive, inspiring and ambitious visions of the future. They are created through collaborative effort of our community. By getting involved you have a unique opportunity to share great ideas with people who want to make things happen. Beacon Projects involve innovators from all sectors of the creative industries and from all over the country.

Beacon Projects will identify the priority innovation and business needs that will enable you to turn these visions of the future into business successes for the UK.

There are lots of opportunities to become involved in Beacon Projects through live events around the country and online communities.

We encourage everyone passionate about innovation to take part in these projects. Sign up for the projects that interest you now on creativeindustriesktn.org

Creative Industries

Performing Arts

Arts and Antiques

Crafts

Architecture

Design

Fashion

Advertising

Radio and TV

Film and Video

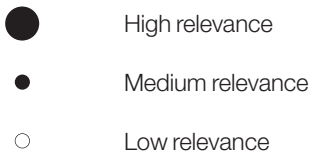
Music

Publishing

Video Games

Software

Beacon Projects



How will customers experience your content in the future?

Future digital content experiences

Performing Arts

Advertising

Radio and TV

Film and Video

Music

Publishing

Video Games

Software

Convergence is already upon us. Content is converging; films become video games, TV shows are online and interactive experiences, completely new types of content, such as augmented reality gaming are emerging. Technology is also converging: newspapers can be read on the web and mobile devices while music can be listened to on an iPod, games console or via streaming.

This Beacon Project will create a vision of how people will experience content five years and beyond, helping creative businesses position themselves to take advantage of new markets.

"Pervasive networks and the possibility of creating hybrid and completely new types of media experiences will be a driver for the next wave of digital media content and innovation."

Clare Reddington, Director, iShed and the Pervasive Media Studio

Innovation in action: Interactive Places is a small creative company in Bristol that brings heritage sites alive by mixing the latest handheld technology with entertaining story telling to create individual experiences for visitors. The visitor uses a touch-screen device that delivers games, stories and interactive experiences as they tour a site. Wi-Fi is used to deliver the content and the handset knows where the visitor is on the site via GPS technology, ensuring the material is relevant to the location and building on the story. Interactive Places received a Feasibility Project grant from the Technology Strategy Board in 2008 to develop their technology.

www.interactiveplaces.co.uk



How will your content move in the future digital marketplace?

Future digital content distribution

Unlocking the ways people will experience content in the future will depend upon a revolution in how content is accessed, managed and delivered through networks. New services, content offerings and business models will rely on new approaches to how we manage, track, store, move and manipulate data. They will be built not just on next generation network infrastructures, with fixed, mobile and wireless networks working seamlessly together, but on new technologies to categorise and track content through advanced metadata and content aware applications.

This Beacon Project will examine how networks, systems and other “back-end” services will develop and change to enable new content experiences.

“Future network technologies and the layers of information, metadata and services that will be built on top of them are going to open great opportunities for the creative industries and the content industries in particular.”
Steve Wright, Head of Strategic Research, BT

Innovation in action: Canvas is a project involving the BBC, ITV and BT to examine possible opportunities around convergence of broadband and broadcast services that will provide on demand TV. The proposal would see the development of a standards-based environment for broadband connected digital television receivers. It would mean a new generation of subscription free devices, carrying free-to-air channels and a huge selection of on demand TV services like iPlayer and ITV Player, as well as the potential for films, shows and interactive content from a range of other providers in standard and high definition.

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Get ready for a world of more complex production and more creative collaboration

Digital production and creative collaboration

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Production processes that underpin the creative industries are becoming more complex. Storing, managing and moving increasingly large amounts of data present particular challenges, as does managing distributed creative teams working simultaneously on that data. From content companies to theatres, from games companies to architects, creative businesses are keen to drive efficiencies through the exploitation of new tools and processes.

This Beacon Project will help creative businesses to understand how technologies will enable new ways for them to collaborate and manage their content production in real-time, faster, more efficiently and more effectively.

“One of the biggest challenges we face at Framestore is how to handle vast numbers of digital assets, with many artists collaborating simultaneously in a highly non-linear iterative workflow. I believe that many of the issues we face today creating visual effects and feature film animation are ones that other creative endeavours will face in the digital economy as projects become exponentially more complex.”

Andy Lomas, Head of Computer Graphics, Framestore

Innovation in action: Scottish-based digital media research institute, Distance Lab, is a creative research organisation that examines how digital media technology and design can help overcome the problems that distance creates for individuals, communities and businesses. Distance Labs works with industry and government to develop solutions for a range of sectors. One of its projects was uRemark/highland exposure, a photographic exhibition that combined a physical display with a digital interface. Visitors could select a photo and attach a message to it. This was delivered to the photographer via the Internet. Other visitors who selected the same photo would hear the original message and were able to add to it, thus sparking a dialogue.
www.distancelab.org/about

How will creativity change with the next generation of creative tools?

New tools for digital creativity

Creative professionals use a wide variety of tools to assist them in researching, developing and exploring new ideas and concepts. Digital tools have emerged as essential in the creative process for enabling rapid visualisation of concepts and opening up new, iterative and collaborative approaches to creativity. A tipping point is now being reached in digital technology that will enable much richer, more fluid and intuitive creative tools, supporting creative people in their quest to come up with and communicate new ideas.

This Beacon Project will explore how the application of new tools will help creative professionals transform the way their creative process works.

"We are approaching an exciting time when computers will be powerful enough and software sophisticated enough for computers to be our creative partners; researching on our behalf, generating new concepts with us, learning our style and approach and being able to rapidly develop a concept on our behalf, the era of computational creativity is coming."

Dr. Simon Colton, Senior Lecturer and Computational Creativity Group Leader, Department of Computing, Imperial College London

Innovation in action: ARUP has been using real-time 3D rendering software from the games industry to create rapid and fully immersive models for architectural development. Using this technology radically changes the design process as clients, architects and engineers can collaboratively engage with a design as it is being developed and multiple models can be tested in real time, from its impact on sunlight and air flow to crowd control and escape scenarios. "We need to share technology and techniques with other industries to enable us to be more creative and to rapidly prototype, visualise, analyse and get feedback on our creations." Alvise Simondetti, ARUP.

www.arup.com

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Are you ready to embrace creative consumers?

Unleashing user creativity

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Digital technology has resulted in a dramatic growth in DIY creativity in sectors such as music, fashion, film and games. Many applications for mobile devices such as the iPhone are being created by small and even micro-businesses. Enabling people to become involved in this process and contribute to the creativity in these sectors requires tools, platforms and methodologies to co-create products and services. These creative consumers will often benefit from engagement with the wider technology and creative communities.

This Beacon Project will set out a vision of the future role of user involvement in the creative process and how this will impact both businesses and consumers. It will look at issues from user-generated content to co-creation methods that designers are increasingly using to get users up-front in the product development process.

*"Technologies that enable designers, creative people as well as hobbyists to rapidly prototype and mock up potential products, services and experiences are seeing fast growth, as evidenced in the rapidly expanding DIY innovation, hacker spaces and Barcamp movements. We see a bright future for technologies that will support this and help educate a wider audience."
Alexandra Deschamps-Sonsino, CEO and Co-Founder, Tinker.it!*

Innovation in action: Musicians who want to find funding to help them record an album are being brought together with fans who want to take a stake in the project at the Bandstock website. Bandstock empowers both fans and artists by enabling them to collaborate directly with each other. Fans, or investors, buy "bandstocks," financial instruments, and this money enables the musicians to make and market an album. Both sides then share in the success of the album.
www.bandstocks.com



Is data mining the next driver for creativity?

Making data work creatively

The creative industries generate vast amounts of data but currently lack the ability to fully harness this potentially powerful information. Being able to capture and use this data will open tremendous opportunities to improve efficiency and build new customised and personalised services that will be both valued by consumers and create new business opportunities.

This Beacon Project will explore all aspects of data around the creative industries and how businesses can exploit that data to build the intelligent and adaptive services and products of the future.

“Capturing and using data from how players act within a game offers great opportunities to develop more engaging games that draw on the experience and expectations of users. For massively multiplayer games this could result in play patterns generating new environments or scenarios. The challenge for the industry is to be able to capture, interpret and use the data quickly and in a way that adds real benefit to the player.”

Ian Baverstock, CEO Kuju Entertainment

Innovation in action: Last.FM is an online music community website that use data management to enable users to not only listen to music but also share their taste with others. Users download software that records details of the music they listen to, whether it is on their computer, portable devices or streamed radio stations. Users can also tag music. Last.FM use this data to recommend to people other music they may like, identify people with similar taste to them and offer social networking features.

www.last.fm

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Are we ready for tailor-made everything?

Bridging the digital and physical worlds

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Ongoing development of technologies in three-dimensional scanning, rapid prototyping and advanced manufacturing will have a major impact on the creative industries. Producers will be able to meet customer demands for bespoke products such as clothes, furniture and jewellery at competitive cost. This potential ability to fulfil the individual consumer's needs directly and instantly will demand a new approach to design, marketing and retailing. At the same time, rapid prototyping technologies are complementing digital visualisation techniques in enabling designers to make their thinking three-dimensional at the earliest stages in development. This is already having a major impact on craft, design and architecture as clients can experience the product long before it is made.

This Beacon Project will create a vision of the future of technologies that bridge the digital world and the physical world and how they will impact on the creative industries.

*"Digital manufacturing and 3D scanning technologies are still in their infancy but already having a major impact on creative practice. We anticipate that in the near future the quality and cost of using these technologies will drive radical change across much of the creative industries."
Martin Watmough, Director of Rapid Prototyping, UCL*

Innovation in action: A Knowledge Transfer Partnership with Birmingham City University led Hatton Garden based jeweller R Holt and Co to team up with 3D specialists Inition to create a revolutionary way for customers to sample virtual products. Lynne Murray, who held a BA and MA in jewellery design and manufacturing, worked with Holts, initially to establish a design, manufacturing and virtual sales facility. Lynne researched existing markets and used CAD skills to design a new collection. She then highlighted the idea that a virtual sales facility could open up new markets. This led to the joint venture, Holition, which enables people to try on virtual products that they can then order. Holition has created new global opportunities.
www.holition.com

Can the creative industries lead the exploitation of new materials?

Exploiting new materials and functionality

Self-cleaning glass and clothing that monitors the health of the wearer, demonstrate how incorporating technology into materials can open up new business opportunities. Developments in nanotechnology in particular will be one of the areas where we will see major advances in the near term. The ability of researchers and businesses in the creative industries to access the technologies that these developments will bring will be vital to ensure their rapid assimilation and exploitation. The exchange of information will enable people in the creative industries to bring ideas back into their areas of operation and also ensure they can exploit new opportunities in other areas.

This Beacon Project will explore the developments in new and functional materials and the potential for their application and exploitation by the creative industries.

“Science and technology are now providing solutions to many of the great social and economic challenges we face. The ability to create new materials opens up huge possibilities for designers across the creative industries. Our challenge will be to work together with technologies to identify and harness those solutions that can be used to the real benefit of mankind.”

Helen Storey, Professor in Fashion and Science, University of The Arts London

Innovation in action: Yorkshire based Peratech has developed cutting edge wearable electronics technology that is built into high street clothing and medical and military wear. Applications include jackets with playback buttons that enable the wearer to control mobile or music devices without contact with the device. Peratech has also shown how embedded controls within a space suit enable the wearer to have remote control of equipment, such as a rover vehicle, in difficult terrain.

www.peratech.com

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Is knowledge transfer the missing link to innovation for the creative industries?

Unlocking knowledge transfer

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The UK's creative industries are not fully exploiting the great opportunities to connect with the country's universities. Other sectors of business have a long and successful track record of forging valuable links with academia to access the latest ideas and technologies that help drive innovation and solve business issues. The creative industries, however, have not fully embraced the opportunities for collaborative research and development funding, knowledge transfer partnerships and other offerings.

Part of the challenge is to overcome the lack of a historical connection between creative industries and research groups. In particular, it will be important to ensure that small companies, often those that are carrying out cutting edge work, are fully involved.

This Beacon Project will create a vision for how creative industries businesses can easily and successfully leverage the resources and ability of the knowledge base.

"Knowledge transfer traditionally has its roots in the science and engineering sectors where new technologies have often been developed in universities and transferred to industry for commercialisation. In driving innovation for the creative industries we need to increase our understanding of the needs and potential for better Knowledge Transfer and exchange across the sector, promote greater awareness of the benefits and support available, and if necessary, define new and more relevant interventions."

Susan Amor, Head of Knowledge Transfer, AHRC

Innovation in action: An Oxford company that supplies technology to Hollywood movie studios has developed a groundbreaking motion capture technology (mocap) through a Knowledge Transfer Partnership (KTP) with Oxford Brookes University. Vicon, part of the Oxford Metrics Group (OMG), wanted to improve the technology that is used to capture human movement on computer screens by digitising the process. Andrew Stoddart, chief scientist at OMG approached Philip Torr, Professor in Computer Vision and Machine Learning at Oxford Brookes University for help. The university won funding for a KTP that enabled them to recruit two computer scientists as KTP Associates to carry out the project. The technology that resulted is being incorporated into products for use in applications across OMGs markets including sport, medicine, life sciences and engineering.

www.omg3d.com

www.brookes.ac.uk

Maximize the value of your IP without alienating your fans

Intellectual property and open source

New digital distribution networks are reshaping producers and consumers' attitudes towards intellectual property and fair use. New approaches to intellectual property ownership and licensing such as Creative Commons and open source are facilitating the evolution of new business models with intellectual property at the very heart of the creative value proposition. It is essential the framework is up to date, relevant, easily usable and fair.

This Beacon Project will create a strong positive vision of how the creative industries will reconcile the tensions at the heart of this new era and evolve paradigms where successful artists and businesses co-exist with empowered customers.

"The speed of digital convergence and the global nature of the digital revolution bring the complex issues of intellectual property and copyright centre stage for all. Long accepted business models are being blown apart; the Internet is radically reshaping consumer attitudes and behaviour; and legal frameworks are not keeping pace. These are critical issues for a strong creative and knowledge economy for the 21st century."

Dame Lynne Brindley, CEO British Library

Innovation in action: Inngot has developed a registration and classification system that enables organisations describe what makes their IP special, without disclosing trade secrets. Once registered and published on Inngot's marketplace, the IP can begin attracting business, identifying development opportunities and raising capital.
www.inngot.com

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Can we align investment with the creative industries' ambitions for growth?

Investment, business models and growth

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Access to finance is an essential for accelerating innovations to market. It is vital that organisations understand the investment challenges faced by creative industry businesses that wish to bring about technology innovation in new products and services. These insights will help explore opportunities for supporting enhanced levels of investment in creative industries generated by developments in technology.

This Beacon Project will explore and identify investment needs from both the company perspective and also that of the investment communities from business angels to venture capitalists. It will help creative businesses understand which type of investment vehicle is appropriate for their needs and what investors will be looking for in creative businesses. It will also present investors with a view of the future creative industries landscape.

"The UK is a world leader in the creative industries. But its pre-eminent position is under threat as other countries formulate their own strategies to develop competing media industries. Private investment and Government must work together to deliver the right framework for creative companies to secure the funding essential for their development. This calls for a joined up policy addressing piracy, enforcing copyright and providing the right fiscal regime to attract sustainable flows of risk capital."

Patrick Bradley, Director, Ingenious Ventures

Innovation in action: The Creative Capital Fund was established by the London Development Agency in 2005 to help entrepreneurs and businesses in London's creative industries sectors. The fund provides seed capital investment and business support. It is part of the London Development Agency and offers not just investment but also mentoring and support. It has invested in Rights Tracker, a company that has developed software systems that enable clients to exploit their Intellectual Property through licensing. The company is focusing on the TV sector. It has also invested in Slingshot Productions, an all-digital British film company that is using new ways to produce movies and find audiences.

www.ccfund.co.uk

Are you ready for a smaller world and bigger opportunities?

Global markets

Whether in music, movies, video games or publishing, the market for creative output is now truly global. The system of staggered film releases and broadcast dates for TV programmes driven by celluloid technologies and regional business models are a thing of the past.

However, it is not just advances in technology that have driven this global market but also the ability to develop and sell formats worldwide. Furthermore, global markets also bring global competitors: how will the creative industries respond to the challenge of new designers and producers from the rapidly developing world? There are opportunities for the creative industries to learn from the experience of manufacturing industries.

This Beacon Project will explore what future challenges and opportunities will emerge as a result of the increasing importance of global markets. It will also look at the potential threats that may arise for organisations working in international markets as a result of new technologies.

"Many of the UK's creative industries have great track records of succeeding in global markets. As new opportunities open up, particularly in the high growth markets of the world, so companies need to be alive to the opportunities and potential pitfalls of competing on a global stage. Many products and services now have to be born global. As such, companies must be open to new business models, understand how to adapt to, or create, new supply chains and learn how to optimize local partnerships. This is undoubtedly one of the major challenges for the creative industries in the next few years."
*Christine Losecaat, Creative Industries Adviser to UK Trade & Investment.
MD Little Dipper*

Innovation in action: Founded in 2001, Jagex is the developer and owner of Runescape one of the world's most popular Massively Multiplayer Online Role Playing Games (MMORPG). The Cambridge based independent games developer and publisher creates online games that are based on cutting edge technology that Jagex has developed in-house. Jagex games are played worldwide and the company is now intent on building on this success to become significant online operators in all the major gaming markets.
www.jagex.com

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Can the creative industries lead sustainable innovation?

Sustainability

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Sustainability is high on everyone's agenda and an increasingly powerful driver for innovation across all sectors of the economy. The creative industries are well positioned not only to demonstrate how they can apply innovative solutions in their own businesses but also take a leading role in driving sustainable thinking and design across other sectors. This opens up major opportunities to drive greater efficiencies and potential revenue streams.

This Beacon Project will explore the impact of sustainability on the creative industries and of the creative industries on sustainability in the wider business environment.

"Stimulating the creative industries to lead on sustainability in design could significantly reduce the footprint of our lives. The creative industries are well placed to help make a sustainable future technically possible, economically viable and desirable through their work with clients and consumers, something the green movement has not been especially good at in the past. But they have not yet fully exploited this influence. The challenge now is how do we get them to step up to the mark?"

Chris Sherwin, Head of Innovation, Forum for the Future

Innovation in action: The Arcola Theatre in the east end of London is a global leader in promoting sustainability through the arts. This trailblazing organisation is bringing together arts and science professionals to create the world's first carbon neutral theatre. In 2007 Arcola established Arcola Energy to promote innovation in sustainability. The theatre already employs fuel cells and LED lighting to reduce costs. Ben Todd, executive Director of Arcola said: "As a theatre Arcola is proud of its mission to become the world's first carbon neutral building."

www.arcolaenergy.com

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How best to exploit creative processes and innovation throughout the economy?

Creativity everywhere

By tapping into the innovative thinking of the creative industries, other business sectors can tackle important challenges. Exporting their innovation potential to other sectors creates potential new business opportunities. For example, the creative industries and healthcare have already developed many innovative projects: from creating built environments that are more conducive to healing, to designing new interactions between patients and health service staff.

This Beacon Project will bring together leaders from various sectors in the UK with innovation leaders from across the creative industries to build a vision for how the UK can effectively leverage the talent of its creative industries to accelerate innovation in other sectors.

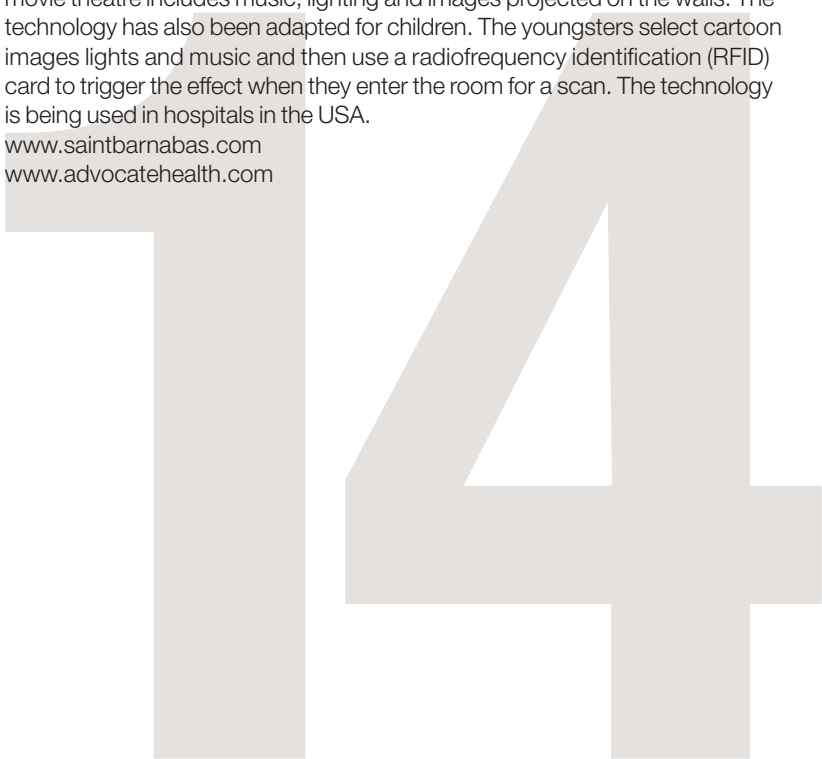
"The UK is rich in creative talent and I believe it is an imperative and an unmissable opportunity for broader and deeper collaboration between businesses outside the creative industries and within it. This is not only to develop the exceptional products and services needed to compete in the global economy but to imagine new ways of tackling the big challenges in the world."

Mat Hunter partner IDEO

Innovation in action: Designers at electronics giant Philips have combined open design MRI scans with technology that enables patients to create a personalised, relaxed and soothing environment in an MRI suite. This virtual movie theatre includes music, lighting and images projected on the walls. The technology has also been adapted for children. The youngsters select cartoon images lights and music and then use a radiofrequency identification (RFID) card to trigger the effect when they enter the room for a scan. The technology is being used in hospitals in the USA.

www.saintbarnabas.com
www.advocatehealth.com

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We hope you are as excited about our work and the Beacon Projects as we are.

What you can do now:

- 1. Sign up at creativeindustriesktn.org
- 2. Select the Beacon Projects you want to be involved with
- 3. Join us in building an excellent innovation community

Let's make these unique projects a great tool for the future success of your business or organisation

You can follow our activities on our blog via our website and find us on twitter at creativektn

CITIN is the name of the partnership established by the consortium to deliver the Creative Industries KTN

July 2009



