



Creative Regions: Future Trends for Digital Creative Industries in Europe

Global Synthesis Report on inter-regional Research Priorities and main Policy Recommendations

– 5 Research Priorities for European Creative Industries identified –

Excerpt of CReATE Global Synthesis Report, written by MFG Baden-Wuerttemberg mbH, Public Innovation Agency for IT and Media

Creativity is on everyone's lips these days. Enterprises known for the most creative, innovative products and services outflank competitors by far, lucidly illustrated by globally highly respected firms like Apple, Nintendo and similarly prospering enterprises. The understanding that economic success is deeply intertwined with the fusion of creativity and technology appears to be today's and futures' critical success factor and main key for developing internationally competitive products and services, thus striking a new path to vigorous growth and prosperity.

The main findings of the report are based on four European regional analyses conducted within the EU project CReATE. With a sharp focus on the **exceptional advantages**, which information and communication technologies (ICT) provide, the report illuminates the importance and experience of trans-regional collaboration, as it brings together the regional ICT capacities and needs of the Creative Industries for a holistic view. It also reveals global trends and drivers, which all regions agree upon with respect to future economic and societal developments. Fortified with this information, the reports lays the framework for a Joint Research Agenda for ICT innovations in the Creative Industries in Europe, which will be published in 2010.

Creative Industries: six segments

- music composition and production
- film, television and video
- animation and computer games (entertainment software)
- writing, publishing and print media
- advertising, graphic design and marketing
- architecture, visual arts and design

Various regional competences overlap as well as complement each other and therefore picture strategic direction for future collaboration in the field of Creative Industries.

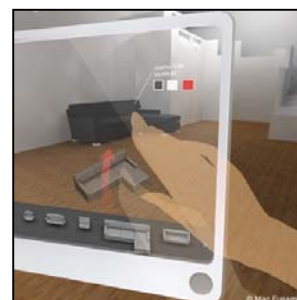
Distinguished competences in visualisation and simulation technologies as well with regards to semantic tools can be found in Baden-Wuerttemberg and also in Rhône-Alpes. Both regions are well equipped with a strength in visual animation and virtual environments, the latter also has a focus on micro and nano technologies. Considering the rising awareness and need of smart production the region Piemonte provides ICT capacities in the field of cinema and design as well as mobile applications. The West Midlands boost mobile services and streaming technologies by several ICT capacities. Moreover digital and web-based environments and geographic information systems (GIS) are relevant for all regions and their fields of excellence and aspiration.

What are the main technological research priorities, which will promote the creation of value and stimulate economy in the future?

Furthermore this report defines **future research priorities**, which will boost the Creative Industries and facilitate creative businesses to prosper. Developed in concerted actions and discussions, the latter are:

1. Visual and Interactive Experience: new visual dimensions and digital interaction between humans and computers

Images are hugely powerful and a crucial way of conveying information. 3D Internet, virtual worlds, simulations and computer-generated imagery create a richer visual experience, enabling previously abstract concepts to be presented to users realistically in real time and compelling quality. It is also possible to navigate computers and data conveniently and intuitively using voice input, movement and facial expressions, for example. This seamless merging of the real and virtual user environment will be an important feature of the way we live and work in the future.





2. Tools of Productivity and Intelligent Automation: improved productivity and semantic software

Automation speeds up production and development processes and boosts flexibility. As a result, prototypes can be designed more quickly and 2D visualisations automatically converted to 3D. Semantic software can be used to recognise correlations between digital data and present them in a user-friendly way. There will be strong demand in future for intelligent tools which combine web and database content with greater precision to create attractive information sets.



3. Digital Distribution: new distribution channels on the World Wide Web

Digital distribution channels and the collective availability of user-generated content represent a challenge for traditional business models within the Creative Industries by offering exciting new markets and revenue streams. One good example is cloud computing, a major trend which will make accessing information far more flexible and economically efficient via distributed processing. There is also a need to try out new product and service strategies, as well as resolve licensing and copyright issues.

4. Mobility and Interoperability: a new level of flexibility in the mobile age

The capabilities of mobile devices and communication networks continue to grow, with users also increasingly demanding any time, any place access to information. Location-related and personalised mobile services offer a way of meeting this need. The requirement here is for user-friendly, intuitive solutions and multifunctional devices that can handle all data formats and support high levels of data traffic, e.g. for live streaming.



5. User-Producer Interaction in Development: new production methods featuring user-generated content

Companies and institutions alike benefit from the creativity of the masses. They can involve their staff and customers in innovation processes, as well as in planning and production of content and services – from adding valuable knowledge content to wikis and printing selected books on demand to viral marketing campaigns that reach new target groups and markets.

Main policy recommendations for the fostering of ICT innovations in the Creative Industries

Additionally main policy recommendations for future development of European Creative Industries as well as several examples of good practice regarding CReATE, illustrate the ways and means, which can lead to concerted actions and promising projects in other regions.

In this respect, the two main policy recommendations derived from the regional CReATE process, grounded particular on the regional stakeholder workshops, can be depicted as follows:

■ Follow a dialog-oriented and forward-looking approach to bridge the gap and harness the ICT potential for future Creative Industries businesses.

The regional stakeholder workshops have pinpointed some different business cultures, languages and mind-sets among ICT and Creative Industries representatives.

■ Use the interplay of regional and trans-regional perspectives to recognise new opportunities for regional development and to identify trans-regional synergies

The alternate change of regional and trans-regional perspectives provides valuable insights into new (not yet recognised) opportunities for the regional development. The identification of mutual synergies between the CReATE regions prepared the ground for trans-regional collaboration and strategic alliances.

CReATE in practice

- Enabling inter-regional collaboration
- Improving the subsidies for SMEs
- Providing a new assessment template for further regions
- Composing an inter-regional, strategic Joint Research Agenda
- Hosting the CReATE conference “Connecting ICT Research and Creative Enterprises”
- Supporting a tool kit for strategic collaboration of innovative Creative Industry clusters
- Providing a pan-European collaboration platform for the Creative Industries
- Wiring creativity with technology with the EICI / European Interest Group on Creativity and Innovation



Fortified with this information, the report lays the framework for the main project objective: creating a Joint Research Agenda for ICT innovations in the Creative Industries in Europe.

About this paper

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The complete version of the paper is available for download on www.lets-create.eu/global_synthesis_report.html

About the project

CReATE – Creating a Joint Research Agenda for Promoting ICT-Innovations in Creative Industries across Europe
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Since March 2008, the CReATE project consortium has been developing strategies to improve cooperation at both regional and European levels to enhance the innovative capabilities of small- and medium-sized companies from the creative sector. The CReATE consortium is led by MFG Baden-Württemberg and comprises besides the Steinbeis-Europa-Zentrum (SEZ) from Stuttgart, European partners from Piemonte (CSP, PTO, Regione Piemonte), Rhône-Alpes (Imaginove) and West Midlands (AWM).

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