

Sector Consortia Case Studies

South East Media Network (SEMN)

Digital Content Sector.

South East Media Network (SEMN) is a business-led consortium providing strategic focus for the regions digital content sector, it exists to enable the South East of England's digital content businesses increase their share of the global market.

SEMN provides two way communications between businesses, policy makers and support organisations. It informs local, regional and national strategies and drives improvement in business performance. SEMN engages with organisations and key stake-holders from across the supply chain to ensure that support for digital content businesses is integrated and easy to access.

BBC Innovation Labs

Over the last year the SEMN has worked with the BBC, the South East England Development Agency (SEEDA) and Screen South to bring a new concept in developing innovative companies to the South East of England in the form of the BBC Innovation Labs. Working with the BBC means that the development process is focused on real opportunity and is categorically demand-led.

'BBC Innovation Labs', is a pilot project to commission concept prototypes for BBC New Media's core product areas. The proposal recognises the complexity of working with the Small to Medium Size Enterprise (SME) sector for both the BBC and the SMEs, and proposes an open, collaborative process that has significant benefits for all participants. The 'Labs' model is an iterative, rapid development environment in which selected SMEs work alongside BBC experts and international mentors. The outputs of the Labs will be concept prototypes that are pitched to the New Media Services controllers for further development. The BBC contractually retains a 'first look' right to commission further exploitation of the prototypes in partnership with the selected SMEs. The Labs are themselves collaborative partnerships, co-funded by the regional development agencies, including SEEDA and delivered in conjunction with regional partners (SEMN and Screen South).

South East England's BBC Innovations Lab's launched with two successful regional Lab workshops for 88 people from the region on 26th October 2006 in Brighton and the other on 16th November 2006 in Oxford. The deadline for submissions was the middle of January 2007 and 29 companies' submitted proposals.

Going Global Strategy

Digital Hollywood is a global meeting place for high end executives in the digital technology, digital content and finance sectors and has been an annual, world leading conference, a 'must attend' event in the media calendar in the US for the past 10 years. As part of SEMN's 'Going Global' strategy the region worked together to form an exciting group of partners to attract Digital Hollywood to the UK (SEMN Partners: ITV, DTI, UKTI, British Council, SEEDA, Screen South, Wired Sussex, Finance South East).

As a result of this strategy a high profile event was staged. Digital Hollywood Europe took place in London at the ExCel Conference Centre on the 29th November - 1st December 2006.

The Global Conference for the Entertainment, Media and Technology Economies - The Premier Event for Transforming Entertainment, Technology & the Global Communications Network: TV, Cable, Telco, Mobile, Broadband, Consumer Electronics, Search & Email, VoIP, RSS, Blogs and Websites. Over 1,200 people attended the three day conference with 450 media professionals from the South East.

SEMN launched the 'Angel' investment track in the main programme, showcasing eight regional companies looking for 'Angel' investors. It also ran a very popular seminar room throughout the conference, with presentations from Wired Sussex, Screen South, Finance South East, Serious Games Angils and TAPS.

SEEDA, SEMN and Saavis hosted the convivial South East dinner for all regional partners and key companies with over 100 guests, which followed on from the drinks reception on the first day of the conference. This provided the much needed

opportunity to make the right high level contacts with representation from ITV, Kuju, BBC, Cinesite, Microsoft, Nokia, TIGA, Wired Sussex, Screen South, UKTI and many more.

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