



The Digital Media Forum – “Facilitating Innovation”

Dear All,

I'm pleased to be able to say that the Digital Media Forum has had a great year in 2006 and have a slate of initiatives and projects in train for 2007.

This year saw the Digital Media Forum establish the **Mobile TV Pilot Network** which has received financial support from Enterprise Ireland to launch an interactive mobile TV trial in the Spring to beta test content and applications for commercial use with handhelds and mobile phones. The network includes a number of digital content companies, technology and software companies, third level and community learning institutions, The Digital Hub and Eircom. There are still a number of opportunities for interested companies to participate in the Trial and any expressions of interest should be made as soon as possible to Les Kelly (les@digitalmediaforum.net).

Our Accel Project and Skillnets training initiatives have been hugely successful providing targeted and tailored training to companies within the nascent Digital Media industry (globally forecast to be worth €1.1 trillion by 2009, according to the latest Forfas report) to accelerate the skills of people at all levels within their firms.

The feedback from participant companies has been extremely positive and we are happy that these initiatives will continue in 2007. Participating enterprises, their management and staff have had a unique opportunity to rapidly upskill in a very focused way as needs have been identified and opportunities arisen, allowing them to respond to specific competitive challenges that will keep them “ahead of the curve”. Many of the training initiatives have been designed in direct response to industry requests and this flexibility has allowed us to deliver flexible and responsive training programmes.

We are currently finalising the first programmes for 2007 which will cover both technical and industry areas as well as enterprise skills training geared to the Digital Media industries. If you feel your company could benefit from this approach please contact us now:

info@digitalmediaforum.net or 01 4893602

Other significant highlights of 2006 have been:

- **“Joining the dots”** between stakeholders in the digital media industry such as Enterprise Ireland, media lobby groups, Film Board, The Digital Hub, third level institutions and enterprise. This is key to our work and will be a central platform of our programme for 2007.
- Organising **Content Road Shows** and **Political Briefings** to inform and lobby stakeholders and opinion formers of the developing importance and increasing contribution of the sector and the wider impact of digital media on how we will live and work generally.
- Developing sectoral specific sub-networks such as the **Animation CEO Forum** and the **Mobile TV Pilot network**.
- Developing a series of **industry-focussed training initiatives** for example, Kavaleer/Riverdeep upskilling of 40 graduate employees from IADT; and animation software training for Oscar nominee’s Brown Bag Films etc.
- Expanding the free online Digital Media directory at www.digitalmediaforum.net
- Launching the **“Technology bazaar”** initiative to generate a dynamic and profitable dialogue between Third Level Institutions and industry in terms of commercialising research and development in the Digital Media space.
- Working with IADT to facilitate and develop an industry-focussed **MA / Post Graduate Diploma in Digital Media Production**.

In addition to continuing our work in these areas we have an ambitious programme underway for 2007.

We aim to:

1. Further develop **sub-networks** and training initiatives in the following areas:
 - eLearning
 - Games
 - Digital TV
 - Digital Film
 - Next generation Internet applications
 - Special FX
 - eMusic



2. Engage the wider Investment and financial community in a dialogue to persuade them as to the merit of becoming involved in start-up digital media enterprises.
3. Further develop our initiatives to promote the **commercialisation of research** from third level institutes by organising and facilitating commercialisation programmes for industry and third level institutions and developing **Joint Research and Development Access Programmes**.
4. The **“Get Connected” Roadshow**. A nationwide roadshow that will help educate other industries as to the benefits of digital technology and the need to “Get Connected” to broadband.
5. Develop **industry-led research and development programmes** with Enterprise Ireland for the digital media industry
6. Develop **industry-led pilot initiatives** for convergent sectoral products and services.

If you would like to get involved with any of the above or make a submission for financial support for training needs within the Digital Media area, please contact us at the following:

info@digitalmediaforum.net or 01 4893602