



mediatic

Project Newsletter

www.mediaticproject.eu



October 2014

Volume 1, Issue 6



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Video games conference in San Sebastián

The Medi@tic Project final conference took place the 29th October at the San Telmo Museum in San Sebastian. As previously was confirmed, the topic of the event was related to video games and related areas of the sector.

At the beginning of the day, Josu Ruiz, Town Councillor for Economic Development, welcomed the attendees and spoke about the importance of technological sectors in San Sebastian. As part of the Institutional welcome, the Manager of Fomento de San Sebastian (Lead partner of the project) Euken Sesé, Akos Szabo (INTERREG IVC Joint Technical Secretariat) and Xabier Paya (Cultural Head of Donostia 2016 – European Capital of Culture 2016) addressed the conference.

The first part of the conference session, which was related to innovation and new business models in the video games sector enjoyed interesting presentations from four industry professionals who spoke about their experiences in the sector. The speakers were: Carlos Blanco (President of [Akamon Entertainment](#), Barcelona, Spain); Raúl Otaola (CEO [WIMIS](#), Bilbao, Spain); Fernando Piquer (CEO [BITOONS](#), Madrid, Spain) and Daniel Parente (CEO [Hydra Interactive Entertainment](#)).

For session 2, the topic focus turned to video games applications in mature sectors. Excellent presentations were given by 3 professionals from different countries: Gearóid Ó Súilleabháin (lecturer and researcher at the [Cork Institute of Technology](#), Ireland); Francisco Bodego Franco (Founder and partner at [Iksplay](#), San Sebastian, Spain) and Marcello Tripodo (Marketing Director [IBR Sistemi](#), Geneva, Italy)



Their speeches were about serious gaming and how it can be used to improve people's skills or in other environments, such as education or museums. All, three of them agreed on defining serious gaming as a video game which helps you to develop your skills or knowledge about certain topics.



Visit to the PI@ building and pitching session

Fomento de San Sebastian, the leading partner of the Medi@tic Project, hosted the last meeting of the Steering Committee, which was on the 28th of October. The main goal of the meeting was to overview the current situation of each partner as the project nears its end.

The meeting included a visit to the PI@ building in the Zuatzu Business Park. It is a business space dedicated to the audiovisual and digital contents industry. A number of digital companies as well as young entrepreneurs in a co-working environment are based in the centre.

The facility also includes around 9,000 square metres available to professionals and companies that encompass the entire value chain of an audiovisual project. In addition to a technologically advanced environment with production facilities available for companies in the digital and audiovisual sector.

At the end of the visit, all the partners attended a real pitching session on video games. This was as part of a competition created by Fomento de San Sebastian, in which any citizen from San Sebastián could present a video game draft, even partially completed. The 10 best rated projects were supported to develop their skills and had the opportunity to share their work with professionals from the sector.

Among those who presented the projects were people from a large variety of backgrounds, and all of them displayed high quality notwithstanding that none of them had professional experience as Game Developer.

Now, thanks to the competition that Fomento de San Sebastian had created, they will be able to develop their skills in a game development course, which will allow them to acquire knowledge for their future careers.



Medi@tic





Derry City Council launched campaign to recruit 1,000 Digital Champions

Brenda Stevenson, the Mayor of Derry, launched in July a campaign, in partnership with the [CultureTECH Festival](#), to recruit 1,000 digital champions across the North West region. The campaign was developed in support of the GO ON NI initiative which seeks to address the lack of digital skills across Northern Ireland. As part of the campaign, the Mayor was joined by local business leaders and Councillors in the signing of a Digital Charter to signify the City's commitment to addressing the digital skills divide.

Today over 345,000 adults in Northern Ireland – just under a quarter – lack the basic online skills needed to send and receive email, use a search engine, browse the internet and complete the online forms. The aim of the programme is to deliver a 25% reduction in the number of people below the basic online skills threshold in 12 months.

The Mayor Cllr. Brenda Stevenson said: "This partnership approach will supercharge our existing digital activity making it easier for people to build their digital skills and confidence, with the aim of reducing the number of people offline. Our mission is to make this city the most digitally capable place in the world to help boost our economy and strengthen our communities."

Tristan Wilkinson, Acting CEO, [Go ON UK](#) added: "Our research has suggested that nearly a quarter of adults in Northern Ireland lack basic online skills. Go ON UK was established to help address these issues on a national scale and earlier this year we launched our Go ON NI campaign. We believe the formal signing of the Digital Charter and the recruitment of 1,000 digital champions will put the city at the forefront of this nationwide effort."

Connor Doherty, from the CultureTECH Festival, pointed: "CultureTECH aims to connect the creative and cultural sectors with the technology sector and having the skills to access creative content online is fundamental. We've spoken to dozens of local community organisations and the response has been tremendous."

Further info: www.digitalskills.com and www.playdigichamp.com



Videzme University puts emphasis on audiovisual content production



On foot of the transfer of best practices identified in the Medi@tic project, Videzme University of Applied Sciences (ViA) in the Viedzme Region (Latvia) has considerably improved its study programmes in communication and Media, and established much stronger links with the audiovisual sector and regional stakeholders. The emphasis in the media and communication studies now is much more on visual and multimedia communication, linking it with production of creative audiovisual.

To respond to the regional job market's need for qualified specialists able to work in creative multimedia content production. ViA is gradually introducing more and more study courses in multimedia production, data visualization, photography, creative and script writing etc. This autumn about 35 students participated in short film production workshop with the well-known Latvian film director, Dace Pūce. A new bi-weekly programme produced by ViA students will be on air on the national TV channel "Re:TV" starting from November. In the Spring semester a new course will be introduced for teaching entrepreneurship in creative industries, where several experienced professionals from the field will be involved. We expect that this will encourage more students to consider opportunities of establishing their own start-up company in the Valmiera Business and Innovation Incubator.

These current developments in the communication and media study programme of ViA are in line with the recently elaborated Smart Specialization Strategy of the Viedzme region.

Funding up for grabs to boost business broadband speed in Derry



The DerryConnected Voucher Scheme opened on Monday, March 31st, with a special event that took place in the Guild-hall, and local businesses were invited to come along and find out how they could benefit. The scheme offers grants of up to £3000 to small and medium sized enterprises and third sector organisations keen to increase their broadband capabilities.

SuperConnected Derry will provide the city the digital infrastructure to make it a world-class digital city, offering ultrafast broadband speeds. The initiative will allow local businesses access to high-grade broadband and wireless connectivity and targets companies whose performance may be directly impacted by inadequate broadband services..

The vouchers can be accessed by any SME business or voluntary sector organisation within the Derry City Council area and will cover initial connectivity and installation costs

The new Voucher Scheme will assist companies keen to improve efficiency and considerably enhance services, according to Head of Economic Development with Derry City Council, Linda Williams.

"We want Derry-Londonderry to become a world-class digital city to the benefit of our businesses, residents, visitors, students and investors. I would really urge all small and medium businesses in the Derry City Council area to consider boosting their performance by connecting to superfast broadband at minimal cost through this exciting new scheme."

Cork Creative Workspace gets national TV coverage

One of Ireland's main television stations has produced a feature related to the work of the Medi@tic Project. One of the actions identified through the project, for delivery in the Cork region is the development of a Creative Industry Workspace in the city. This Medi@tic initiative will provide shared work and collaboration spaces for SMEs in the sector. The establishment of Creative Digital network Cork (CDNC), with the participation of about 80 SMEs in an early and important output of the project. Sill Sliney, an active member of the CDNC and who is the artist producer for Spiderman Comics, in support of the creation of the Digital Space took an initiative with CIT to run a trial collaborative workspace for one week. This trial was based in CIT and the national television station has now produced a short documentary to be broadcast in November on the initiative.

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