

Technology Strategy Board

Driving Innovation

Press Release

16/06/2009

Technology Strategy Board maps a route towards Britain's digital future.

Plans to ensure that Britain innovates now so that it has a thriving digital economy in five to 10 years time are included in a government report published today. The Technology Strategy Board, the government body that exists to promote business innovation in technology, has contributed to the Digital Britain Report and has been assigned the role of leading the technology and innovation efforts required to ensure that Britain has a successful digital future.

The organisation's input to the report focuses on 'next steps'; the actions that Britain needs to take now to ensure that it takes a sustainable and business focused approach to the challenge of growing the digital economy. The report reveals the Technology Strategy Board's plans to work across government and alongside the Research Councils, the National Endowment for Science and Technology and the Arts (NESTA) and other regional bodies to address the wide-ranging challenges that exist within the digital arena.

The main objectives outlined by the Technology Strategy Board in the report are plans to:

- Create a digital test-bed online, allowing business and users to explore the effects of alternative network operating models, business models and service platforms
- Apply a secure and holistic approach to infrastructure, technology and business models encouraging all participants in the digital 'value chain' to innovate together and devise profitable solutions

In support of these activities, the Technology Strategy Board will invest £30m.

The organisation's vision is that all participants in Britain's digital economy should benefit fairly from the creation, distribution and consumption of digital content and services. The organisation's Chief Executive Iain Gray said;

"We are proud that government has assigned us the role of championing this activity and want to encourage different players within the digital arena to work together to help solve the problems that could hold their business back, so that they can all profit from a slicker and more profitable digital economy in the future.

“There are plenty of business models and service provision methods that don’t really work at the moment or reap the profits that would really boost the UK economy and we think that by providing a test-bed for new ways of working we will be able to come up with innovative solutions for the digital world. “

To complement the Digital Britain report and to provide more detail on our specific plans, the Technology Strategy Board is publishing [‘Our strategy for Digital Britain’](#)

Today, in line with the publication of Digital Britain, the Technology Strategy Board also launched its Innovation Strategy for the Creative Industries, which sets out recommendations for future focus and investment to support creative industries and digital media businesses. The strategy focuses on two cross-cutting themes:

- Increased standardisation, interoperability and exploitation of meta-data in digital media business to allow content owners to profit from their work by enabling new business models and charging methods to emerge.
- Support for the creation and integration of cross-platform content products and services to allow the creative industries to benefit fully from new business opportunities within the digital arena.

One of the Lead Specialists on the Technology Strategy Board’s Creative Industries team, Dr Jeremy Silver said:

“Providing support to create a vibrant legitimate online marketplace for the creative industries is our priority. Change is risky and expensive, but the cost of not changing is even greater.

“The strategy has been developed following extensive consultation and is aligned closely with the Digital Britain report. It demonstrates how the Technology Strategy Board plans to work with the creative industries to assist businesses in maximising the opportunities of their transition into the digital domain and gives support to key new areas which might not otherwise be explored but have great economic growth potential within the sector. “

The Technology Strategy Board, established in 2007, has already invested £15m in Collaborative Research and Development projects within the creative industries. The organisation will be communicating with businesses and entrepreneurs about the best way to implement the strategy.

Ends

Editors' notes

Additional report from the Technology Strategy Board

The Technology Strategy Board published an additional document today that clarifies the steps that we will take as a result of Digital Britain.

You can download it at: http://www.innovateuk.org/assets/pdf/Corporate-Publications/TSB_DigitalBritainStrategy.pdf

Digital Britain Report

You can download the full Digital Britain report at www.bis.gov.uk

Digital Britain also reaches beyond media and communications to penetrate into many market sectors. The Technology Strategy Board is supporting innovation in many of these areas and actively encourages digital innovation in the fields of: Healthcare, Education and Social Inclusion, Transport, Energy and the Built Environment. Please see the full report to find out more about the way that we think digital technology can transform our lives.

£30M to be spent on innovation activity to support Digital Britain

£10m of this funding has been earmarked for our digital test-beds where we will create an environment where businesses and users can explore the effects of alternative operating and business models.

Studies of user behaviour will allow investigations such as:

- Services and technologies enabled by next generation access
- New business relationships between network owners, operators and digital content owners
- Content and context aware network operation
- Controlled suspension of copyright protection to investigate other commercialisation routes
- New advertising and charging models. e.g. virtual currency for digital content and micro payments
- Pilots or new services and new technologies by commercial and public businesses

The rest of the £30M will go towards three areas that have been identified for investment and development:

- the economics of the network
- the economics of content and services
- the protection and enablement of people's activities. We will work to help people to do business online in a secure environment.

An integrated, holistic approach to solving problems across these areas is needed to realise the vision. Some of the specific challenges within these areas are working out how to:

- make sure that everyone within the digital value chain benefits from the distribution of content and services. This covers the whole chain from the network level, through to content delivery and on to business and the end user.

- how to create a sustainable marketplace for intellectual property, content and rights.
- how to protect the privacy and security of consumers while making the UK a safe place to do business
- how to increase effectiveness of online public service delivery
- how to create economic and social benefit from increasing information volumes.

Creative Industries Strategy.

You can view an Executive Summary of the Technology Strategy Board's Creative Industries Strategy online at http://www.innovateuk.org/assets/pdf/CreativeIndustriesStrategy_Execsummary.pdf

The main priorities set out in the strategy are to:

- Invest in applications and solutions that will open up new cross-platform business models to allow the creative industries to exploit convergence in the digital arena
- Focus future investment on the content and advertising sectors given the growth opportunities in the digital media sub-sector
- Enable development of content data and meta-data infrastructure applications and tools in order to increase efficiencies and open up new revenue generating solutions
- Promote knowledge sharing and multidisciplinary collaboration across the creative industries sector to ensure that UK businesses have access to 'leading edge' industry' know-how'.
- Work with other public sector stakeholder organisations to run multi-agency collaborative programmes
- Support applications and solutions which take advantage of innovative and emergent technological developments.

A future Technology Strategy Board announcement

The Technology Strategy Board plans to make an announcement about the launch of its Interim Strategic assessment on Network Security on the 24th June. Please see our website for the accompanying press release on the day.

Issued by

Claire Cunningham

Media Relations Manager

Technology Strategy Board

Switchboard: +44 1793 442700

Direct line: +44 1793 442901

Mobile: 0755 4115745

<mailto:Claire.Cunningham@tsb.gov.uk>