

Technology Strategy Board

Driving Innovation

WEBSITE ANNOUNCEMENT

1 September 2009

BRITAIN'S CREATIVE INDUSTRIES SECTOR TO RECEIVE FURTHER £5 MILLION RESEARCH AND DEVELOPMENT SUPPORT

The Technology Strategy Board is to invest a further £5 million to support eighteen new research and development projects aimed at helping the UK's digital content creators and rights holders to maximise the commercial return potential from their intellectual property.

This is the second major investment by the Technology Strategy Board aimed at the development of the UK's creative industries sector, following £10 million of support announced in October 2008. The new funding comes just weeks after the publication of the Creative Industries Technology Strategy Report, which highlighted that the digital content sector represents 70% of the value of the whole of the UK's creative industries sector – and that new technology presents exciting opportunities for the UK's creative industry businesses.

Nine large-scale research development projects, each lasting between one and three years, will share over £4.5 million of Technology Strategy Board investment. A further nine smaller "fast track" projects, all led by creative industry SMEs or micro companies and expected to be completed in less than a year, will each receive financial support averaging £45,000.

Explaining the background to the Technology Strategy Board's support, its lead technologist for the creative industries, Sian Brereton, said: "The UK's creative industries contribute a Gross Value Added of 6.4% to our economy, with the content industries – such as computer games, TV and video, film, music, publishing, advertising and new media – accounting for three quarters of this. These are sectors in which the UK performs strongly on the world stage and this investment will both support growth within the UK content industries and help to promote the exploitation of the underlying digital technologies."

One of the major projects is named MARTHA – for Media Asset Real Time Highlights and Alerts. Led by Aurix Ltd, MARTHA will enable advanced audio search technology to be applied to address media search challenges, to provide fast responses via real-time alerting and to enable searching of large-scale media archives. The BBC and IBIS Ltd are partners in the project.

Ends

Notes to Editors

1. The Technology Strategy Board is a business-led executive non-departmental public body, established by the government. Its mission is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and improve the quality of life. It is sponsored by the Department for Business, Innovation and Skills (BIS). For more information please visit www.innovateuk.org.
2. The investment figure of £5 million includes a contribution of £380,000 from the Engineering and Physical Sciences Research Council (EPSRC).
3. For further information about MARTHA please contact:

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Name of project: Media Asset Real Time Highlights & Alerts (MARTHA)

Consortium Members: Aurix Ltd (lead), IBIS Ltd, BBC

Funding provided by the Technology Strategy Board: £414,000

Description of project:

- Rapid change in the broadcast media industry have given today's newsrooms access to 24x7 global feeds as well as their ever-expanding media archives. To meet public expectations for instant news, it must be possible to search media quickly and effectively.
- Project MARTHA will enable advanced audio search technology to be applied to the media search problem, both to provide fast response via real-time alerting and to enable searching of large-scale media archives.
- The applied research project brings together three world-class UK organisations possessing the relevant expertise to solve the challenges of searching media for relevant content. Consortium leaders Aurix Ltd are experts in phonetic audio search technology, IBIS Ltd are leaders in media asset management products and the BBC will provide access to its professionals and to its media.
- The applied research project will start in October and run for nearly two years, with prototypes being developed and tested for real-time alerting and archive searching.

4. Other large-scale projects to be funded include:

Title: Commercialisation of Motion Picture Archives (COMPA)

Partners: ZOO Digital Group plc (lead), JHM Investments Ltd, The British Film Institute, Vanvas Ltd

Title: Content Safari

Partners: Root6 Ltd (lead), Parthenon Entertainment Ltd, University of Reading

Title: Unlocking markets for content delivery

Partners: Watershed Arts Trust (lead), Bristol City Council, Bristol Old Vic Trust Ltd, Historic Royal Palaces (HRP), TLT LLP

Title: Piclet

Partners: Direct Traffic Ltd (lead), Mediareach Advertising, Pera Innovation Limited

Title: IMM-PACT: Intelligent Media Monitoring - Press and Communication Technologies

Partners: Press Data Ltd (lead), Calico Jack Ltd, University of Dundee

Title: Allcast

Partners: Apical Limited (lead), Loughborough University

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