

The Region of Murcia's Digital Content Town

An innovating space for industries of the future



Region of Murcia

Regional Ministry for Industry and Environment
Secretariat General of the Presidency and Foreign Affairs

PROJECT PRESENTATION

Murcia (Spain), 29th March, 2007

Where's Region of Murcia



Region of Murcia is located in the southeast of Spain. It is the region of Europe “where the Sun lives”

- Mediterranean climate
- 3,000 hours of sunshine every year (average)
- 18°C of average annual temperature

More information: http://en.wikipedia.org/wiki/Región_de_Murcia



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An Emblematic Project for The Region of Murcia

- Digital Content Town is an **landmark project** for the promotion of Knowledge Society contemplated in the **Strategic Development Plan for the Region of Murcia 2007-2013**.
- Its main aim is to **promote the concentration of creativity, technology and resources in a single space**, in order to favour the development of digital content industry and promote the establishment of a first-rate audiovisual industry of the first order in the Region of Murcia.



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A Strategic Thrust of the Government of the Region of Murcia

- It constitutes a ***strategic push*** by the Government of the Region of Murcia for the development of audiovisual and digital content industry.
- Since 2002, the Region of Murcia has moved ahead towards a ***technological change in the area of Information Society*** by means of initiatives, such as:
 - Plans for the Development of Information Society.
 - Master Plan for the Development of High Tech Sectors.
- It will effectively contribute to the Region of Murcia as an ***international point of reference in digital technology and as a strategic industry of the future.***



The Impact of Digital Industry and Digital Content

- The arrival of digital technology has generated **spectacular changes**, similar to those brought about by the arrival of sound and colour to movies.
- By giving rise to a significant fragmentation in the market, it is forcing the **redefinition of business models**.
- It has introduced the concept of **digital leisure**, a generalized form of entertainment.
- Consumers require digital content at anytime, anyplace. Therefore, we have the **anytime, anything, anywhere media**.



The digital content sector and its competitive surroundings

- The **Telecom-IT-Audiovisual convergence** has moulded this **new industry** of communication and entertainment services.
- It is developed on **multiple platforms and devices**.
- **Digital distribution** allows us to reach international markets by increasing the offer in an unlimited way.
- **Quality content** will become the entertainment and leisure industry's most valuable asset.
- This environment leads the audiovisual industry towards **total innovation**.



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An opportunity for The Region of Murcia

- The digital content industry *is not hurdle-free*.
- Above all, it *requires a high degree of knowledge and creativity*.
- *Quality of life and good weather conditions* motivate the talent to move across borders.
- Digital Content Town will be a portal *to Europe and South America* as *for high quality productions*.
- *Establishing the Region of Murcia as an international referent* in the strategic industry of the future.



Town of Digital Content of The Region of Murcia

- Pioneering project at an international level that ***will promote the influx of talent and companies.***
- ***Translating Spanish product in to economic value. Its area of infuence will be preferably South America.***
- Orienting towards ***specialisation in high value added activities and great creativity.***
- A Regional Initiative that ***requires the support of numerous institutions and demands the backing of economic and social agents***, as well as regional, national and international figures who wish to commit themselves to its foundation and development.



The project

- The project is conceived as an ***Innovating space*** oriented towards ***creativity, production, training and leisure*** in the digital content and audiovisual sector.
- Digital Content Town ***offers facilities and services with high added value*** to companies, producers, professionals, entrepreneurs, creators, technologists and new talents, etc..... ***for the creation of audiovisual and digital content productions***, as well as digital animations, multimedia developments, videogames, creation of virtual worlds, software, films, documentaries, shorts ... ***in any sector*** of leisure, entertainment, training, education, tourism, culture, knowledge, economy, healthcare, art, sport, etc,...



Facilities, infrastructures and services

- Digital Content Town **facilities will be developed to suite and support the activities that will take place in them**: digital studios of different sizes, rendering centre, training centres, laboratories, ...
- ... **And others facilities to improve the resident's quality of life**, such as areas of sport, leisure and medical offices,
- It will also have **top level infrastructures**, such as, fibre optic network, wireless network, **and basic infrastructures** such as pipe network for wastewater, watering, fire-fighting, ..
- ... And an array of other **services**: security, integral maintenance, ...



Areas of activity

- Town of digital content will be divided into *three areas*:
 - *Production Area.*
 - *Creativity Area.*
 - *Leisure Area.*



Area of Production

- It will lodge the **Professional Area** of the complex.
- It will have the following **facilities and installations**:
 - **Digital Studies**
 - **Area for companies**
 - » Office space for small and medium-sized companies.
 - » Buildings for the accommodation of companies with small space requirements.
 - **Incubator space for start-up companies** to house entrepreneurs' audiovisual projects.
 - **Coordination Building**
 - » Rendering Centre.



Area of Production – Digital Studios

- Digital Content Town is equipped with a production area which will have ***studios outfitted with robotised cameras for filming with blue screens*** and all other types of productions, especially DVB, with areas of 300, 500 and 1,000 m².
- The studios will be ***equipped with modern equipment*** and the latest technologies.
- ***10 gigabyte ports to network throughout*** of the complex.



Area of Production – Company Area

- Town of Digital Content's Company Area will be comprised of different **office buildings with value added services**, destined to house small- and medium-sized companies related to the audiovisual sector, as well as **space** to allow larger companies to permanently locate their facilities.
- **Accommodates a wide range of companies** such as animation studios, audiovisual producers and televisions broadcasters, advertising firms, foundations,...



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Area of Production – Incubator spaces for start-ups

- It constitutes an essential initiative to ***attract talent*** from other areas or centres.
- The Incubator will have ***easily adaptable space and communal services***. It is ideal for entrepreneurs and new businessmen in the audiovisual sector.
- ***It will launch the digital content companies and help them grow.***



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Area of Production – Coordination Building

- This building is the central location for *the complex management and communal services*.
- It will have *cinema and viewing rooms*, as well as *complementary facilities* for filming.
- In order to provide services to companies and institutions of the complex, it will hold a *Rendering Centre* equipped with the latest computers, with large information storage capacity.
- It will also be equipped with restaurants, café, *child care and gymnasium services*.



Creativity area

- The area of knowledge will be housed in ***centres to promote creativity and the exchange of ideas.***
- It will have the following facilities:
 - ***Digital Image Institute.***
 - ***Residence for Creators.***
 - ***School of digital image, animation and videogames.***



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- An institute that will ***promote the use of digital technology*** in the audiovisual environment and become a worldwide point of reference.
- It will have an ***office for the spread of new equipment, techniques and broadcast technologies*** for the audiovisual industry.
- ***A Reference Centre for R+D+I cooperation with companies*** from the Town of Digital Content.
- ***Linked to CTNET Network of Science, Technology and Information Society*** to promote the cooperation between other agents and centres of the Region of Murcia.



Area of Creativity - Residence for Audiovisual Artists

- The Residence for Audiovisual Artists is a centre designed for short-term stays, providing lodging for **artists who are developing or would like to develop projects** in the complex.
- The projects will be **presented to the companies located in the Town of Digital Content**, as well as presented at festivals and galas all over the world.
- The residence will be a **centre of creativity and talent**, an ambassador, with its productions, of the Town of Digital Content.



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Area of Creativity – School of Digital Image, Animation and Videogames.

- A school *dedicated to training in digital image, animation and videogame development.*
- With *high standards for acceptance* to guarantee quality and diversity of studies and certificates.
- *Multidisciplinary* school that will cover artistic and technical grounds.
- *Hands-on learning aided by practicing with renowned professionals* actively involved as teachers.
- It will be a *centre par excellence* in the teaching of digital content.



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Area of leisure

- It is an *area of the complex open to the public* in general.
- It will have the following facilities:
 - *Museum of Digital Image.*
 - *Leisure area* for visitors.



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Area of Leisure - Museum of Digital Image

- An interactive museum dedicated to digital image, videogames, cinema, animation, Internet and digital television which ***will offer a vision of its history and development.***
- ***Interactive and virtual Museum.***
- It has the potencial and aim to become a ***tourist destination.***
- ***Rooms with 4K, IMAX and 3D digital projection,*** with ample seating capacity.
- ***Multimedia Resources Center and Digital Film Archive.***

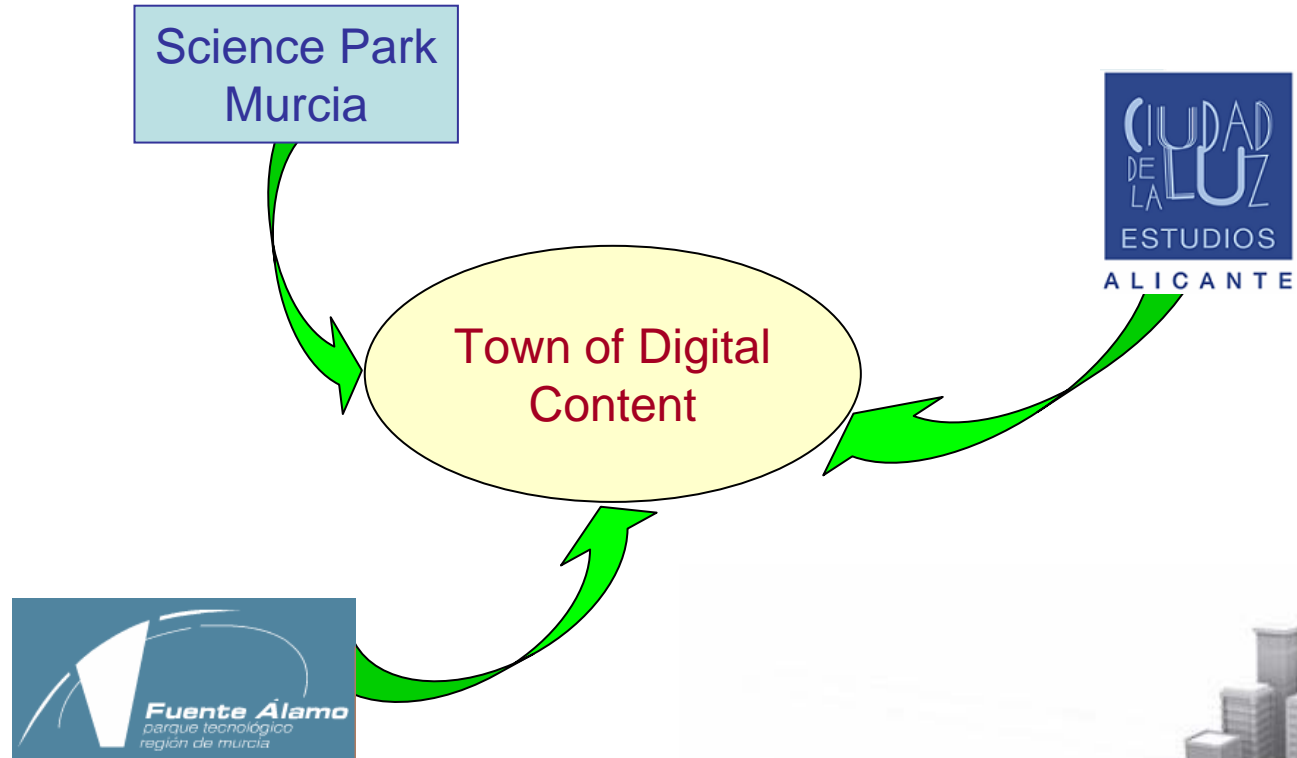


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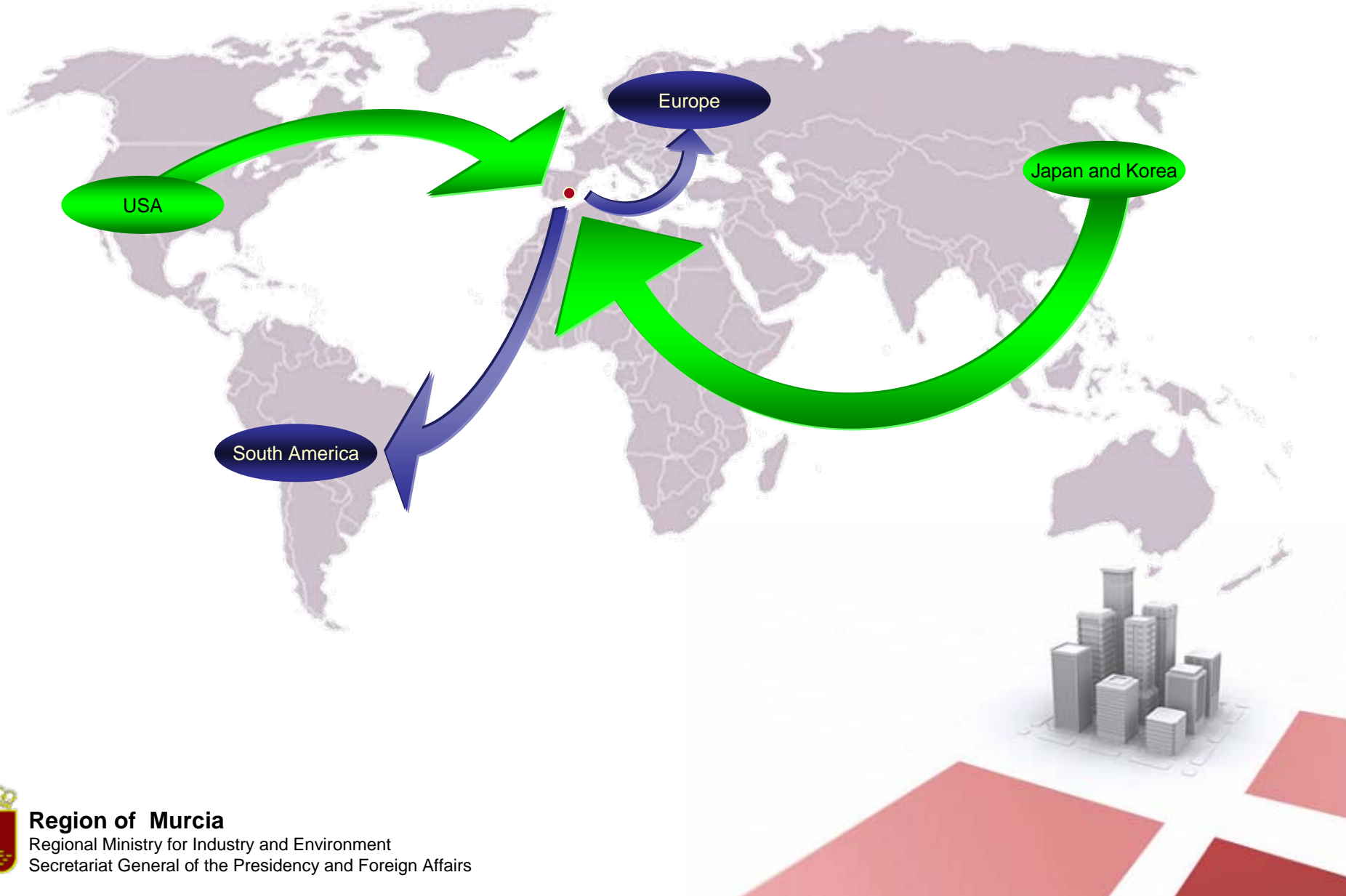
Synergies of the project with other initiatives



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Doorway to Europe and South America



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Complementary actions 1

- To establish ***Ongoing Training Plans for producers and scriptwriters***; in addition, financial aids for initial training needs.
- To urge policies of ***help for the sector*** in the Region of Murcia ***to promote audiovisual production***.
- To favour the ***establishment of solid bonds between associations and institutions***.
- To promote the signing of ***agreements between regional TV and associations of producers*** of Region of Murcia.



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Complementary actions 2

- **To Internationalise Digital Animation** of SICARM **Contest**.
- To establish a **strategic alliance with CARTOON** for the celebration of CARTOON Master Future in the Region of Murcia.
- To promote the **creation of the Film Commission Region of Murcia**.
- ...



Future steps

- **To undertake the completion of a detailed study** for the creation of the Town of Digital Content project (**immediate**).
- To create the **Launch Commission for the Town of Digital Content** by involving regional and national agents who are interested in promoting and developing the project.
- To establish an **International Committee of Experts and Innovators**, of a strategic nature to assure the quality of the project.
- To hold an **International Tender for Design Proposals** for the Town of Digital Content.



Who will provide the detailed study?

- The ***Detailed Study***, which will be completed in 2007, will be furnished with a budget of 150,000 euros, and will provide the following:
 - The ***Plan of Action*** for the creation of the Town of Digital Content of the Region of Murcia.
 - A ***detailed proposal with regards to facilities, infrastructure and services***, as well as the development of an innovating space for training, creation and production.
 - An ***analysis of possible locations***, with a study of access infrastructures and a proposal justifying its location.
 - ***Development Proposals for the regional audiovisual sector.***
 - Analysis of economic viability of the project, ***operation model*** and a proposal for ***model of financing***.
 - ***International Plan of Communication.***
 - ***Development Schedule.***



... We take advantage of this occasion to ...

Petition

*Your wholehearted support for this Landmark Project
assured in the Strategic Plan for the Region of
Murcia 2007-2013*

MANY THANKS



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