

# **Digital Content Marketplace Case Study**

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**Laurence Ramsey**

**EEDA**



**European Community  
European Regional  
Development Fund**



**Interreg North Sea Region**

## **PART A - IDENTIFICATION**

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**1 - Name of the case**

Digital Content Marketplace

**2 - Acronym of the case**

DCM

**3 - Case Presentation URL**

<http://epractice.eu/cases/DCM>

**4 - Case Logo**

**5 - Web address of the case**

**6 - Type of initiative**

**7 - Country of the case**

England

**8 - City/region**

East of England

**9 - Start date 01/09/06- End date open ended**

**10 - Date on which the case became operational**

July 1 2008

**11 - Case Abstract**

Please provide a brief abstract of the case (Max. 300 words)

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The digital content sector is one of the fastest growing ones in the world and provides high level of GDP growth. However the marketplace for SME's in getting digital content to market is variable. There is also no easy way for public sector bodies to put their digital content in the field of culture into the marketplace to allow the private sector to use it for value added products and services.

DCM was designed to address this gap and provide a level playing field for SME's, community content providers and the public sector to offer content for sale on the same terms as larger companies..

## **PART B - DESCRIPTION OF THE CASE**

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### **12 - Case domain**

### **13 - Topic**

### **14 - Tags**

Broadband, creative sector

### **15 - Sector**

Please identify the sector within which your case operates.

Multiple choices are allowed. Hold down the Ctrl key to add choices to your selection or to remove choices from the selection.

### **16 - Policy Context and Legal Framework**

The work suits under EU policies for the creative sector, e-content and broadband services

### **17 - Target Users or Group**

General

### **18 - Description of Target Users or Group**

There are two target groups – public and private sector digital content creators and potential consumers of digital content

### **19 - Scope**

### **20 - Status**

Ongoing

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**21 - Language(s)**

English

**PART C - PROJECT SIZE AND IMPLEMENTATION**

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**22 - Type of initiative**

Research and Development

**23 –**

Work was commissioned by EEDA via Norfolk County Council in 2006 to identify if the proposition above was correct. More than 100 companies and organisations were consulted across the region and the full report on this is available on the BIRD website.

The key conclusion was that there were lots of innovative companies developing innovative content in the fields of media, computer games and software, learning materials, tourism and cultural industries and large public sector repositories of cultural content in these areas but there was no single marketplace where this could be traded. There are sites where such content can be offered for free, and single sector trading sites (such as that for computer games landscapes and 3d graphic templates) but the lack of a single, secure, simple trading environment was inhibiting cross sector supply chain development. Creating such a site would open up new trading opportunities. However it was important that any such site should be priced in the same way as private sector sites, should be economically sustainable without public sector investment after initial development, and should be linked to other economic development activity supporting the key sectors and supply chain development. It also needed investment by the public sector in “Anchor tenant” key content to kick start use.

EEDA then commissioned Norfolk County Council as project managers to procure a private sector partner to develop a site which could be jointly marketed via existing regional organisations like Screen East (for the media sector) East of England Multimedia Alliance (EMMA – for games, software and other creative sector content) and Museums Libraries and Archives East of England (public and third sector cultural bodies).

**24 - Description of the way you implement and manage your initiative**

The work was managed PRINCE2 under a regional board of stakeholder bodies.

**24a - Technology choice**

The technology used was based on a proprietary platform developed by Cambridge Digital Imaging Ltd.

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**24b - Technology solution**

See above.

**25 - Funding source**

East of England Development Agency

**26 - Implementation**

The procurement and initial population of the platform cost £300,000.

**27 - Yearly cost**

The service aims to be commercially self sufficient.

**PART D - IMPACT, INNOVATION AND RESULTS**

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**28 - Please provide indications of real or expected impact and benefits; if possible with figures**

Cambridge Digital Imaging successfully tendered to develop the platform, including some investment of their own, and this should be in place by the end of June 2008. A number of public and third sector bodies have been commissioned to provide core content including the East of England Film Archive and some SME's have agreed to provide their content via the platform to test issues including IPR, metadata and sustainability. The service will be actively marketed from summer 2008.

The work has also built links with Digital Switchover work within DC10+ to make sure the content can be delivered via Digital TV over broadband links once this is available from 2010. It also links to EPIC studios and work on supporting new SME's to set up in the sector including spin off from the Norfolk School of Art and Design students.

**28b - Economic effects**

No quantified economic effects have been forecast but the initial business case identified benefits for the regional economy and dcreative secvtor SME's.

**29 - Track record of sharing**

Now the platform is live dissemination will take place with other regions in the UK and Europe.

**30 - Lessons learnt**

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**14.08.2008**

It is too early to fully assess the success of DCM but indications from the initial research and ongoing discussions with the creative sector are good. CDI have also had success with single company sites including the Pathe News and ITN and the Ministry of Defence are interested in offering their content from the Imperial War Museum in the same way.

In order to stimulate demand for broadband it is essential to have good quality interesting content for residential users and provide an opportunity for the creative sector to both buy and sell digital content. DCM is one way of achieving this.



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