

Creative and Digital Economy: A New Fusion

14 May 2012, University of Wales, Newport

City Campus 10.30am – 5pm

**Background**

This seminar brings together researchers and practitioners, entrepreneurs and businesses

from creative and digital backgrounds to explore new approaches to innovation in the emerging digital ecology that might lead to new forms of economic dynamism.

The next stage in the development of the digital economy will arise from new collaborations

between the creative industries and the ICT sector. It will inevitably require some fresh

groundwork to identify the most effective and efficient ways to make this happen.

The recently announced **Connected Digital Economy Catapult (CDEC)** highlights the

urgency of these challenges. It will connect the infrastructure capability of the network builders to the content, service and applications delivery of the creative and digital economy.

This seminar is the second in a series of three being held to contribute to debates on the agenda for the CDEC. The series is a joint initiative of the TSB ICT and Creative Industries KTNs and the ESRC Research Seminar Series on Digital Policy led by Prof. Gillian Youngs (University of Wales, Newport), Dr Tracy Simmons (University of Leicester), Prof. William Dutton (Oxford Internet Institute) and Prof. Katharine Sarikakis (University of Vienna).

**Our questions for the seminar will include:**

* How will new forms of innovation fuse diverse creative and digital skill sets and approaches?
* Who should be involved and what new approaches to collaboration involving researchers, practitioners and entrepreneurs, are needed?
* What are going to be the next key trajectories of the creative and digital economy and how do we unleash the necessary talent and expertise to put the UK at the forefront of them.

**Programme**

10.30am Arrival. Tea and coffee

11.00am Welcome. Prof. Gillian Youngs

(Institute of Advanced Broadcasting, University of Wales, Newport)

11.10am Participant introductions

11.30am Introduction to the Connected Digital Economy Catapult.

Frank Boyd (Creative Industries KTN)

11.50am Digital Creativity and Innovation: Key Challenges

Gillian Youngs (Institute of Advanced Broadcasting, University of Wales, Newport)

12. 10pm Questions and General Discussion

12.30pm Break-out Discussion in Groups

12.50pm Lunch

1.50pm **Film and Digital Media**. Lead in to discussion provided by Chris Morris (Newport Film School), Mandy Rose (Digital Cultures Research Centre), Adam Partridge (Film Agency Wales).

2.30pm **Augmented Reality, Convergence and Curating**. Lead into discussion provided by Tom Hadfield (Visit Wales), Gillian Allard (University of Glamorgan), Alfredo Cramerotti (Mostyn Gallery).

3.10pm Tea and Coffee

3.30pm **Apps, Mobility and New Business Models**. Lead into discussion provided by Dan Course (Thought Den), Roger Bamkin (Wikimedia UK), Mark Johnson (Sequence).

4.10pm **Innovation and Upscaling**. Lead into discussion provided by Jeff Francis (Sound Experience), Andre Ktori (University of Wales, Newport), Gillian Youngs (University of Wales, Newport)

4.50pm Closing Comments

5pm Close