



Australian Digital Content: Delegation to Korea

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AUSTRALIA-KOREA FOUNDATION
STRENGTHENING THE RELATIONSHIP



Australian Digital Content Delegation to Korea



“Four days in Seoul”

» The Synopsis

- AKF has been seeking to promote collaboration in the creative industries
- Relevance of digital content to the uptake and use of broadband
- 2005 Broadband Summit: Ministers Helen Coonan and Daeje Chin announced commitment to annual Summits plus working level meetings and workshops





“Four days in Seoul”

» The Synopsis (cont)

- Seven Australian companies ‘set sail’ for Korea to explore new opportunities
- Aim: To identify Opportunities for Australian and Korean Companies to Work Together in Strategic Partnerships



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The Cast



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The Cast

- » ABC - Damien Dempsey
- » CrewJo - Ewan Moodie & Craig Wilson
- » Film Art Doco - Sue Maslin
- » Hoodlum Active - Nathan Mayfield
- » Little Production House - Bob La Castra
- » Monikker - Bob James
- » Trout Films - Chris Winter



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The Cast

» ABC - Damien Dempsey

- ABC is Australia's largest Broadcaster
- Operates 2 TV and 5 Radio networks in Australia and one of each reaching beyond Australia
- Heavily involved in on-line and mobile content
- Strong culture of innovation and
- Support for digital media and interactivity



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The Cast

» CrewJo - Ewan Moodie & Craig Wilson

- Creative animation company
- Developing interactive content for web and mobile



bystanders



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The Cast

» Film Art Doco - Sue Maslin

- Award-winning Independent Screen Content Producer
- Specialising in education and factual content
- Interactive graphic novel
- *Re-enchantment:*
an interactive broadband documentary



DIRECTOR



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The Cast

» Hoodlum Active - Nathan Mayfield

- Experienced developer of Branded Entertainment
- Works with advertising agencies and brand sponsors
- Strong track record in immersive cross media projects
- Encourages the development of user generated content



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The Cast

» Little Production House - Bob La Castra

- Specialist in Production of Children's Television
- New project:
Willies English Club
 - » Television program for pre-school children in markets where English is a second language



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The Cast

» Monikker - Bob James

- Has developed technology allowing a caller to project a multimedia representation of themselves onto the handset of the person they are calling
- Backed by Siemens
- Seeking distribution and commercialisation partners in Korea



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The Crew

- » Professor Mike Miller
 - Board Member of the Australia Korea Foundation and Leader of the Delegation
- » Mr Peter Kaufman
 - Australian Film Commission
- » Ms Sandra Newbould
 - Australian Interactive Media Industry Association (AIMIA) / Tradestart consultant
- » Mr Paul Daly
 - m.Net / industry sponsor



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The Program

- » Industry Briefings in Australia Seoul
- » Industry Site Visits:
 - SK Telecom, MIC Ubiquitous Dream Centre
TU Media and M Zone COEX Mall.
- » Aust/Korea Digital Contents Industry Forum
- » Individual business meetings
with Korean companies
- » Review of outcomes



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What we learnt ...

- » Delegation was impressed by the youth, vibrance and happiness of the Korean people
- » Confirmed impressions regarding their ready acceptance of new technologies
- » Impressed by Korea's technological sophistication and bright vision of the future
- » Cultural and language barriers were not as great as expected
- » Opportunities exist for collaboration - we need this type of face to face dialogue to identify them
- » Some strong leads for for distribution, co-production, investment and other collaboration opportunities



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Critics Review

- » Delegation had exceeded all expectations
- » Propose a follow up delegation in 2007
- » Industry Forum was a critical element
- » All were very pleased with support from Korean companies and Government and ...
- » Grateful for warm welcome of Korean people
- » Would like to know which Korean companies are participating before departure from Australia
- » Could have used a day longer in Seoul for more briefing time, site visits and meetings



Australian Digital Content Delegation to Korea



Credits: Australian Unit

- » Australia Korea Foundation
- » Australian Film Commission
- » Austrade
- » AIMIA / Tradestart
- » m.Net
- » Dept of Communications, IT and the Arts



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Credits: Korean Unit

- » Austrade Seoul Office
- » Korean Content and Culture Promotion Agency
- » Ministry for Information and Communications
- » SK Telecom
- » MIC Ubiquitous Dream Centre
- » Samsung Electronics
- » TU Media, Korea Telecom ... and the many Korean companies that joined us for formal presentations and individual meetings



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Next steps

- » Digital Content Delegation has been an important first step ...
- » It is clear that timely follow up is required
- » Broadband Summit is a good second step
- » Individual companies are working with Austrade - Seoul to take next steps

And ... stay tuned ...



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Coming Soon ?? ... perhaps

Australian Digital Content: Delegation to Korea **2** *the sequel*

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