

# The Digital Creative Industry

Korea-Australia-New Zealand - Broadband Summit



Tom Kennedy - Founder, CEO

Chairman Digital Content Industry Action Agenda

# The Digital Industry

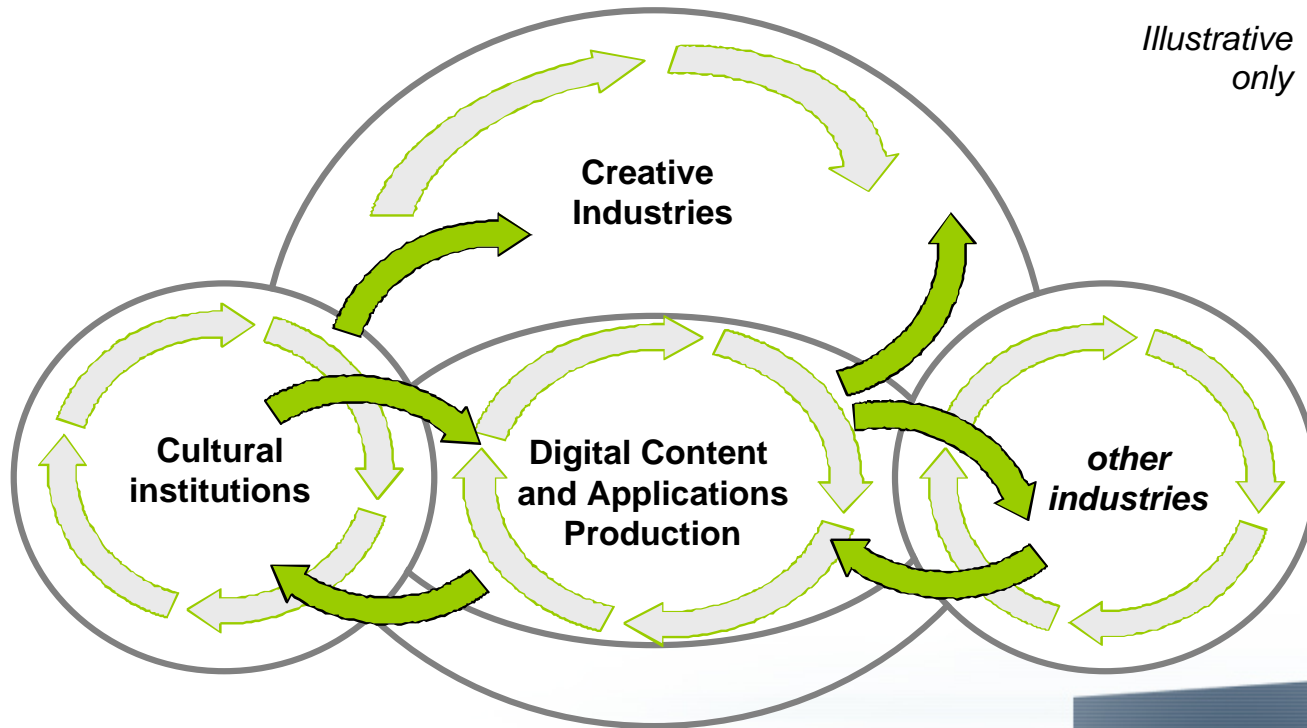


## the digital consumer

- the digital consumer's use of media is increasingly sophisticated and complex.
- marked by an expectation of instant access everywhere, all the time,
- Informed, critical and selective - insistent upon individualised communication, customised service, and rapid response.
- They flow unrestrained between various interactive and passive media,
- not easily captured by traditional methods and metrics,
- User generated content is shifting the media flow to be more symmetrical.



*“The Digital Content industry has been described as  
“where art, science and technology combine”*



# What is the Creative Digital Industry?

- No single definition, varies on individual perspective.
- the production and marketing of film and television programmes and their evolution into digital and interactive forms, online and platform games;
- electronic education content;
- the marketing and supplying the holdings of museums, galleries and libraries in digital form,
- the internet based publishing of music, text, films and games;
- the development and marketing of software, Games and online services that create digital media and visual effects or help manage and publish them.



# Why the digital creative industry matters: the flow on effects

- The success of the Creative Digital Industry has significant flow-on effects for the wider economy.
- A Creative Digital Industry that is efficient in the design, production and commercialisation of information and intellectual property of other industries can enable substantial improvements in the efficiency in other industries and sectors.
- The three markets where this will be especially true are education, defence and health.

Industry	Average Gross Value Added Multiplier
Agriculture	1.28
Mining	1.28
Manufacturing	1.29
Property and Business Services	1.42
Education	1.97
Creative Digital Industry (est.)	1.58

Source: Derived from ABS Input Output Multipliers.





GAME DEVELOPERS'  
ASSOCIATION OF  
AUSTRALIA

[www.gdaa.com.au](http://www.gdaa.com.au)

# Games Australia

E<sup>3</sup> 2005

THE FUTURE  
IS



here

GamesAustralia

# Australian Games



- Australia is home to a thriving cluster of local game companies renowned for their creative talent, advanced technology and reliability.
- Over 1000 full-time artists, designers and producers are already employed in the industry and the Game Developers' Association of Australia forecasts this could reach 2000 within five years as local studios grow.
- Quality university courses and vocational education ensures growth of talent now and in the future.





# Australian Games

- over 40 game development companies, developing for over 20 years
- more than 200 titles
- world class education and training courses. great infrastructure and advanced technology.
- critical mass of complementary creative industries, including film, television, design, advertising and new media

01:23





# Ratbag Games

- Ratbag is an Australian game industry icon, now in its 12th year,
- developer of award winning racing and action games for the PC, PlayStation 2 and Xbox systems.
- Ratbag has developed a range of technologies and methodologies to allow the creation of character based game content,
- They have received numerous accolades for their Difference Engine and development tools for the transition to PS3/Xbox2
- Their Games have sold well over 1 million copies in North America alone.



01:23

# Visual & Special effects

- Every year more filmmakers come to experience Australia's locations, experienced crews and accomplished post-production sector.
- Creators and Film makers Worldwide are beginning to realize the creativity and competence of our visual and special effects.
- The Industry has won Oscars, Baftas, Emmys, Clios, Lions
- Best known examples are; The Matrix, Lord of the Rings, Hero, House of Flying Daggers, Moulin Rouge, Scooby Doo, and Farscape.



# Animal Logic Trailer



# Not all Markets are equal

- Markets have different take up rates of technology and skills adoption.
- Understanding these differences will help in our business planning and risk modeling.
- Australia is well placed to work with many markets due to our multicultural mix.
- English content is in demand in many Asian markets (especially in education).
- Explore co-production options to increase funding.
- Exploit our shared natural skills advantages in technology, innovation, design and creativity.



# Industry Information

- [www.aimia.com.au](http://www.aimia.com.au)
- [www.agdc.com.au](http://www.agdc.com.au)
- [www.gamenews.com.au](http://www.gamenews.com.au)
- [www.gdaa.com.au](http://www.gdaa.com.au)
- [www.mmv.vic.gov.au/gameplan](http://www.mmv.vic.gov.au/gameplan)
- [www.qldgamedev.com](http://www.qldgamedev.com)



# Government Information

- [www.afc.gov.au](http://www.afc.gov.au)
- [www.dcita.gov.au](http://www.dcita.gov.au)
- [www.investaustralia.gov.au/ICT](http://www.investaustralia.gov.au/ICT)
- [www.austrade.gov.au](http://www.austrade.gov.au)
- [www.business.nsw.gov.au/digitalmedia](http://www.business.nsw.gov.au/digitalmedia)
- [www.mmv.vic.gov.au/gameplan](http://www.mmv.vic.gov.au/gameplan)
- [www.southaustralia.biz/industry\\_sectors](http://www.southaustralia.biz/industry_sectors)
- [www.iib.qld.gov.au](http://www.iib.qld.gov.au)
- [www.doir.wa.gov.au](http://www.doir.wa.gov.au)





[tk@mediazoo.com.au](mailto:tk@mediazoo.com.au)