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Symposium on Transmedia

Stockholm Academy of Dramatic Arts

Mirko Lempert

The Political Economies of Media

Dwayne Winseck & Dal Yong Jin

Table I.2 The “big 10 network media, entertainment, and internet industries,” 1998–2010 (global revenues, millions, US\$)

	1998	2000	2004	2008	2009	2010 (estimate)	% change
Television	202,893	243,322	279,971	342,509	334,461	351,300	+73
Internet access	15,556	35,483	110,370	210,788	228,060	247,453	+1,490
Newspapers	142,794	156,641	174,395	174,723	154,887	149,317	+4.6
Books	94,442	97,340	103,407	109,485	108,201	108,516	+15
Film	46,484	52,803	82,834	82,619	85,137	87,385	+88
Magazines	69,814	76,972	75,817	79,931	71,475	69,548	-0.4
Music	51,201	54,000	62,955	66,802	68,436	71,410	+40
Radio	38,289	45,658	67,696	75,243	67,269	68,298	+93
Internet advertising	953	6,533	17,922	58,068	60,568	66,176	+6,844
Video games	15,968	17,738	27,807	51,390	52,507	58,168	+264
Total	678,394	786,490	1,003,174	1,251,558	1,231,001	1,277,571	+88

Note: I have taken the internet out of the telecoms sector and put it into the “network media.” Revenue for ICTs was extrapolated from figures for 2008 based on 4.5 percent per annum growth rate identified by IDATE (2009).

Sources: PWC (2003, 2009), PWC (2010: 33) for all segments, and IDATE (2009).

MEDIA PROGRAMME

The concept development (up to a first playable application) of digital interactive content **complementing** an audiovisual project (drama, creative documentary or animation)

DIGITAL MEDIA NRW - Innovation Programme

The program is aimed specifically at **pre-competitive** projects, which can in their respective sub-market with innovative and creative development projects, expected **social** and **economic stimulus effects**.

see also DCF - MFG Film Fund and MFG Innovation Agency for ICT and Media

ALMI INVESTMENT

A venture capital company which invests in Swedish companies with scalable business models that have mostly a **focus on new technology**.

e.g. BAMBUSER

INVESTITIONSBANK BERLIN / IBB

You are an entrepreneur and want to **implement technological developments**? Or you work in an academic institution and plan the implementation of a R & D project in cooperation with a company?

SCREEN AUSTRALIA – Interactive Games Fund

A suite of **new interactive and multi-platform programs** which incorporate Federal Government funding as well as funding previously provided through the agency's former multi-platform programs.

TRIBECA NEW MEDIA FUND

Provides funding and support to **non-fiction, social issue media projects** – integrating film with content across media platforms, from video games and mobile apps to social networks and interactive websites.

NATIONAL FILM BOARD CANADA

Public producer and distributor of audiovisual content such as documentaries, auteur animation and original interactive digital content for all platforms including mobile and the Web. There are three main models: **100% NFB productions, National co-productions** or **International co-productions**.

BERTHA BRITDOC CONNECT FUND

The fund is looking to support smart, strategic outreach campaigns for ambitious independent documentary films with a social issue at their core; films which have the ability to achieve real change on a local, regional or global level.

**What did we learn from
Crowdfunding?**

**Crowdfunding is about
distribution not financing**

Financing

Producing

Promoting

Distribution/Exhibition



Promoting

Financing

Producing

Distribution/Exhibition

**The crowd replaces the
commissioner as expert**

**Ideas are not
following deadlines**

**Crowdfunding won't replace it may
complete existing funding schemes**

HYBRID

**Crowdculture + Filmbasen & Stockholm County
Council + Filmregion Stockholm/Mälardalen**

Gambitious = Fan donations or equity investments

Manymade + Filmkontakt Nord

Develop a strategy which is community based

Build alliances

Define resources

Shared sense of ownership

Control over use

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mirko.lempert@stdh.se