

Business and policy solutions: Emerging issues and implications

A) Content creation Building the right environment for innovation

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advancing digital content creation

- all digital content is comprised of two elements:
 - the message - e.g. subject/story/picture;
 - the medium - e.g. format/technology/network.
- innovation requires both elements.
- both are dependent upon one another for success.
- most government initiatives focus on one or the other, but fostering both at the same time is unusual.



lessons from the digital content action agenda process in australia

- any initiatives between government and industry need to involve the entire value chain.
 - from origination to distribution to end user;
 - including traditional and disintermediating companies.
- most frameworks for government stimulus relate to 20th century industrial models or industries with a slower rate of change.
 - examples of problems occur in r&d assistance programs, export assistance programs, taxation treatment.
 - government programs are often provided in anti-convergent 'silos' that don't refer to each other.



lessons from the digital content action agenda process in australia

- education cannot hope to keep pace with developments in the digital content industries unless it embraces new models.
- currently most collaboration with universities in r&d involves major corporations and multinationals.
- while innovation can be seeded by universities, commercialisation in the small-to-medium enterprise sector is essential to advancement.



lessons from the digital content action agenda process in australia

- new models for protecting government intellectual property can provide a valuable stimulus to the digital content industries at no cost to government:
 - governments seek to protect their IP by owning it.
 - but governments are poor at commercialising their IP, and often may not share it even among agencies.
 - governments frequently pay for bespoke content and content systems that are never re-used.
 - business has more incentive to commercialise such work.



key issues from the digital content action agenda process in australia

- stimulating market interest in investment.
- confronting the challenge of international competition.
- rectifying structural problems in government programs created by the historically based analogue/digital distinction.
- improving research and development programs.
- filling skills gaps in a leading edge industry.
- building a total industry from a fragmented base.

