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OECD

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Times they are a changing

(in the digital world)

- Availability of content- Google to Kazaa
- End user is bespoke publisher
- Treat of IP theft
- Opportunity of DRM
- Convergence* The richness of fusion
- Anything anywhere via any device*

DTI- getting the framework right

- Business Relations, part of the Business Group
- The “friend” of the industry sectors
- Digital Content & Publishing Unit
 - DCF- Digital Content Forum
 - TIGA- The Independent Games developers Association
 - ELSPA- Entertainment Leisure Software Publishers Association

Facilitating progress

- Games Industry Forum
 - Key execs from
 - Development
 - Publishing
 - Distribution
 - Retail
 - Platform

Why should Government be interested in the Games sector?

- underlining potential within this high value added sector
- £2bn and growing at 8-10% per year
- provides 20000 jobs, many high tech
- UK has reputation for Innovation and Creativity in the sector
- Some leading edge R & D in AI and other computer science areas

What about additionality?

- If the industry isn't broke why should DTI try to fix it?
- Historically strong global position but struggling to move from cottage to global industry.
- As many company failures in past 24 months

How can the OECD help?

- Analysis, Policy review and Recommendations
- Promote the message about the economic damage of piracy, to both established and developing markets
- DRM
- Benchmarking/ statistical analysis (current consultation with Eurostat hopefully will allow better data on sector in a few year, but little in-depth statistical analysis is available within affordable cost range for many market participants.
- Spread of best practice info



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There are several documents published by DTI and other UK Government Departments covering various aspects of the Digital Content sectors, and the activities we are undertaking with it. Please do not hesitate to contact me if you would like me to send you any of these.