



# Digital Media & Technology



## Key Facts and Overview

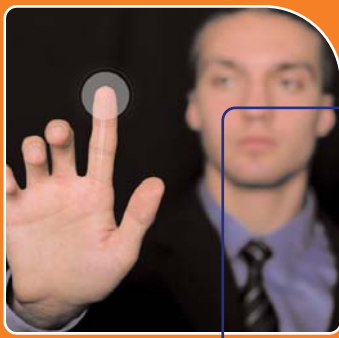
- Over 1000 software and technology companies are based in North East England including leaders in their field such as Sage, Domainnames.com and Leighton Media.
- The University of Teesside's School of Computing is ranked as the best new university for teaching quality and has the most students and staff of any UK university in the field of visualisation including computer animation and games.
- The region has the highest number of new technology start ups outside London in the last three years (London Business School).
- MTC, a commercial unit of the University of Sunderland which hosts accredited Microsoft, Citrix, Red Hat Linux, Novell, ITIL, PRINCE2 and CISCO courses, has delivered 4000 training days to over 1300 people in 2005.
- North East England is the first region outside London to have 100% broadband coverage.
- There are over 500 annual graduates in computing related disciplines.

## Research

- There is key leading research taking place at all five regional universities. Specialisms include eScience and the grid, informatics, digital technology and media, software evolution, eBusiness, virtual Reality, dependability, digital product design, microelectronics, gaming and animation.
- The University of Sunderland currently houses the **Microsoft Regional Centre for the North of England**, and hosts a **Certified Cisco Academy** for North East England. It also has the **Sony Media Centre**, a joint venture with Sony for training in media studies in a state of the art facility.
- The University of Newcastle upon Tyne boasts eScience facilities that include the Research Assessment Exercise (RAE) 5 rated **North East Science Centre for GRID Computing, Virtual Reality** and the **Culture Lab** (a £4 million investment at the University of Newcastle upon Tyne catering for digital audio, digital video, web development and 3D simulations). All of which represent a £12 million capital investment by the University in its facilities.
- Northumbria University is home to the **European Resilience and Recovery Association (ETRA)**. This is a new association and aimed at promoting a better understanding of resilience and recovery in the area of telecommunications, information and business management, and governance.
- The University of Teesside is leading on the development of **DigitalCity** which will be home to software design, computer suite and incubator facilities. It will incorporate Digital Studios, Virtual Reality Hemispherium and a Digital Business Park.
- The University of Durham houses an eScience centre with a computer research laboratory and access to high-performance ITS computing systems supported by the Durham Grid.

## Industry Support

- **Codeworks** offer an integrated approach to developing the region's digital sector through industry support, corporate finance and promoting innovation through research and development. Initiatives include:
  - Codeworks ATL:** an effort to realise the commercial opportunities (including those that arise from relevant research from the five regional universities) presented by the global ageing demographic shift;
  - Codeworks Connect:** the highly popular trade association for the North East's digital industries;
  - Codeworks GameHorizon:** developed by the region's games industry for the industry. Initiatives include graduate retention, collaboration and business lead generation.
- Companies in the region include **Sage** (its Head Office is in Newcastle and is a software company in the FTSE 100), **EDS** and **BT Syntegra** as well as independent animation and development studios such as **Eutechnyx, Reflections Interactive and Atomic Planet**.



## Finance

There are many sources of finance and venture capital available to companies in the region. Unique in North East England is **Nstar** set up by One NorthEast. It focuses on high risk venture capital, and it partners with the commercial venture capital community to invest in new technology spun out of universities or created within the small to medium sized enterprise market. Nstar can create tailored supply chains for large corporations through this process. Nstar has total funding of £60m (\$108m) split into Proof of Concept Fund and Co-investment Funding.

## Market Access

The Model below demonstrates how all of the expertise and support organisations place North East England in a unique position to support companies in the commercialisation of research and getting new products to market. At the centre of the process is the Investment & Aftercare Team that will sit with you to understand your own individual requirements and come back with a tailored investment solution to include some or all of the elements below. From here in the UK or offices in North America, China, Japan, Korea, Australia, Norway and Germany, the team will help you get your products and services into the market.



## Case Study - Nisai

Nisai provides live interactive teaching through a Virtual Academy and has invested £1.7m moving the educational technology part of the business from India to Middlesbrough. The move will create 30 jobs initially and is forecast to create 150 over the next three years. This is the largest ever investment in North East England by a company operating in this high-tech field driven by the desire to establish a skilled and stable workforce. Since locating in the region in 2005, Nisai have outsourced over £100,000 of contracts to the Graduate Business Unit (GBU) at the University of Teesside. There are also negotiations for joint research with the University of Sunderland and by the end of 2005 they will have relocated their research division to the region.

## Contact details

To discuss the service further, or to receive an initial response to an investment proposal, please make contact by phone, fax, e-mail or post today.

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