

INNOVATION
WORKSHOP
Å Å R H U S
2 0 1 0

THE FUTURE OF
D I G I T A L
C O N T E N T

WORKSHOP 1:
MAY 11
FILMBY ÅRHUS, DK

INFRASTRUCTURE:
WHAT IS MISSING
BETWEEN CON-
TENT AND MARKET?



Invitation to The Innovation Workshop 2010

The Future of digital content

“The digitization creates headache for some – for others it creates unprecedented market opportunities. It all depends on what way one choose to look...”

The goal for this workshop is to bring us up to date on what is happening in the area of digital content distribution, to help the industry to see new market opportunities and to equip the content creators to seize them!

We are inviting key people within film, gaming and distribution industries in Southern Norway and Denmark, as well as Latvia and Germany, to join with us for one full day of learning and trying to look into the future together.

The speakers:

Asta Wallejus dieastaexperience.dk

Asta is a dynamic woman with years of experience from both film and gaming industry. Recent years she has been preoccupied with projects in the border line between conventional film and gaming. She is an insightful and inspirational speaker that emphasizes the importance of bringing technology and human interaction closer together.



Reidar Jortveit bitfrost.no

Reidar is a purist when it comes to digital content. Even in his childhood he had the urge to pick apart devices to understand how they work. Later in life he has been trying to understand the coherence between technological innovation and end user dynamics. He has a background as an entrepreneur and developer of interactive role plays and educational programs.



Tentative program (subject to change)

- 09.00-09.15: Welcome and introduction by Kristian Kråmer and David Holme, First Motion
- 09.15-10.15: A consumer driven digital market by Asta
- 10.15-10.30: Coffee break
- 10.30-10.45: Researching alternative markest by Kristian Kråmer, First Motion
- 10.45-11.30: Technical oportunities and challenges in the online markets by Reidar
- 11.30-12.00: Preparations for the group show cases
- 12.00-13.00: Lunching and networking
- 13.00-14.30: Case studies in groups
- 14.30-14.45: Coffee break
- 14.45-16.15: Case studies in groups continues
- 16.15-17.00: Wrap-up

This workshop is a cooperation between the Southern Norwegian association for the digital content makers Digin, The film cluster Filmby Århus, Alexandra Institute in Århus and the Cross Media cluster in Jutland, Denmark, First Motion and with the financial support of Norwegian regional fund VRI Agder