

Digital Culture:

The Convergence of Canada's Cultural Industries with Digital Technology

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Presented to

Department of
Canadian Heritage

Prepared by

Nordicity

Film



Periodicals

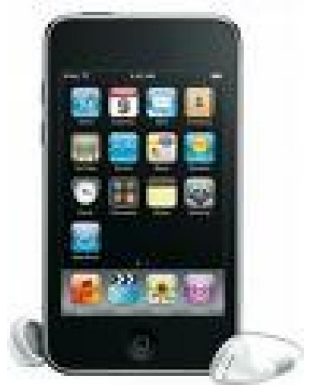


TV



Culture Has Gone Digital!

Music



Performing Arts

Books



Digitization is about more than just delivery.

Business models are changing.

Content production is evolving.

All content is multiplatform.

Must support program adapt too?



The Converged Culture Business Model:

Creators and distributors can now create one-stop shops for cultural products, accessible from multiple platforms by consumers and other businesses.

Content

- Music
- Editorial
- Games
- Video



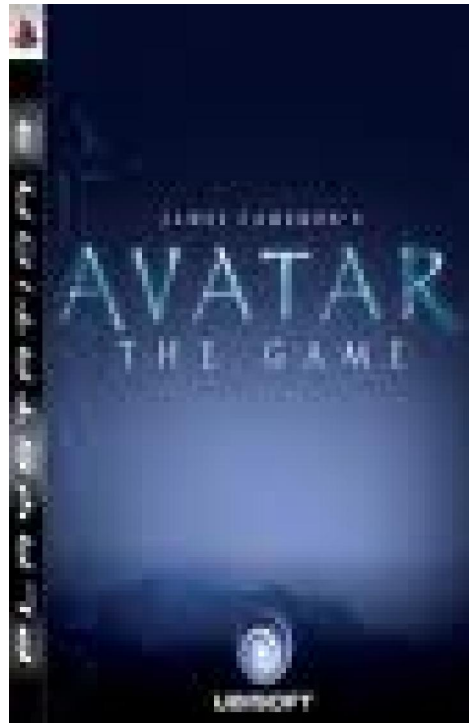
Platforms



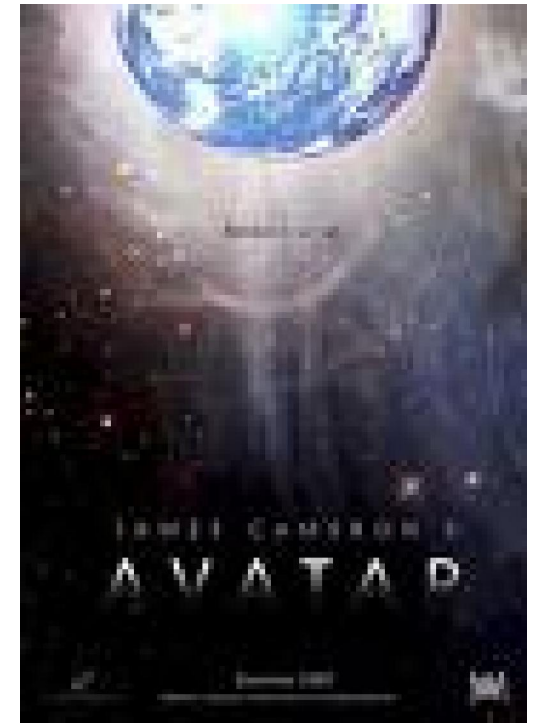
The Converged Content Model:

Multi-Platform content decisions are now proactive, not reactive

James Cameron's new project, Avatar, was conceived of and developed as both



a Video Game



a Feature Film

This content model is being embraced by creators of all sizes.

New business and content models raise questions about:

Economic Viability: which of the myriad business models will prove the most successful?

Copyright: how do you balance the right to remuneration for content with the value of mass distribution and consumption?

Rights Issues: who controls rights exploitation? How can rights be tracked?

The Role and Meaning of Canadian Content: Canadian made, or Canadian reflection?

How do support programs address the new digital realities?

Can 'siloes' programs support integrated cultural products?



Should 'digital' and 'traditional' support streams be separate or combined?

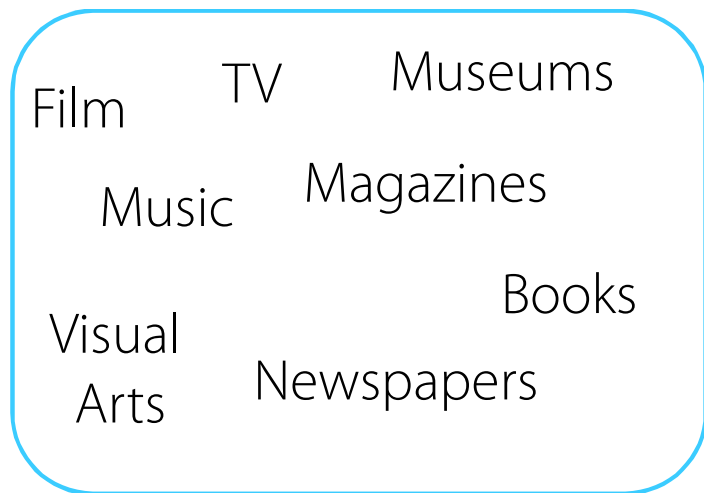


How far do we go to encourage multi-platform content? Do we support or mandate?



Converged industries need converged thinking:

Within the cultural support agencies:



And between cultural regulators, program administrators and other government branches:



We all need to put our heads together!!



Key Performance Indicators will need to adapt to new content/business models:



Online usage metrics measure audiences, but more work needs to be done to measure engagement and the value of social media.

Fundamental changes to development, production, marketing and distribution of cultural products in the digital world also alter the economics of industry support.

Where is support most effectively directed in each of the cultural industries, once digitized?

The right information is needed to induce change, not react to it:

Assessing current, and projecting future, **impact of digital technologies** on individual cultural industries.

Determining likely **pain points and market failure** in digital production and distribution.

Tracking instances of **convergence** between the cultural industries.

Examining support of digital culture in other **global jurisdictions**.

Nordicity

- Experts in the convergence of traditional culture with digital technology
- Tracking of all new business models for film/TV production, music games and publishing
- Data gathering and industry profiling across all cultural sectors consistently for time series tracking
- Economic impact assessments for measuring effects of discrete policy tax, regulatory and program support tools
- Cultural program and policy analysis and development

For more information on how Nordicity is leading the discussion towards developing Canada's national digital strategy, visit:
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