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TRIALS OF INNOVATIVE APPLICATIONS AND BUSINESS MODELS

IC tomorrow Digital Innovation Contest Brief

11th February 2011

Summary

A £200K consumer trials scheme for UK based digital entrepreneurs.

Digital entrepreneurs are invited to join a new £200,000 scheme aimed at helping to bring innovative UK applications to market. IC tomorrow, a Technology Strategy Board programme, will invest in up to 20 consumer trials across creative market sectors including Music, TV/Film, Publishing and a Wildcard sector.

Panels of leading digital content industry figures will help the Technology Strategy Board to decide which applicants to support. Each successful entrant will receive up to £10,000 to support a six month consumer trial on the new IC tomorrow digital test bed. The scheme will be high profile and provide the entrepreneurs with the ability to work closely with leading digital players.

This procurement is likely to be of interest to organisations who already have a digital application or service and need either access to commercial grade content or a controlled trial environment in which to test new business and licensing models.

The successful solutions will be provided with:

- £10,000 for the provision of consumers offers on the IC tomorrow test bed,
- priority access to leading creative content providers,
- support in resolving content delivery, licensing and metadata discovery issues.

In addition, all applicants will:

- be able to register on the IC tomorrow digital test bed and utilise the available content for consumer trials,
- gain exposure to global content providers,
- have an opportunity to promote their solution,
- retain their intellectual property.

Our partners including Balderton Capital, Beggars Group, Crytek UK, EMI, Faber & Faber, Getty Images, Lionsgate, The Orchard and Sony Music will help the Technology Strategy Board to determine the trials that will be supported. Each solution should:

- include a lead consumer-facing application on any technology platform (e.g. web, mobile),
- be technically, commercially or creatively innovative,
- assist the resolution of a key digital industry challenge, e.g. Open new markets,
- be at full consumer trial stage in early May 2011,
- have a commercial business model.

Each applicant will have to demonstrate the above by registering and completing the simple web application form, providing a 2 minute video, and if successful a final panel presentation. In a final panel session the Technology Strategy Board, with the help of its partners will determine the trials to be supported.

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This is a two stage process with the initial submission closing date being 12:00 noon on 11th March 2011. The successful candidates will have a final panel session at the D-Media event (BAFTA, London) on 30th March 2011 http://d-media2011.eventbrite.com/.

Trials are expected to start in early May 2011 and run for six months. Changes to this may be allowed if agreed between the Application Provider, Content Provider and Technology Strategy Board.

Background

IC tomorrow is a Technology Strategy Board programme that forms part of the government's Blueprint for Technology. It provides a test bed for digital entrepreneurs with the aim of removing the barriers to innovation.

IC tomorrow offers an unrivalled opportunity to trial consumer applications and business models and we're now looking for the brightest digital entrepreneurs to submit their digital applications or services. By breaking down the challenges associated with delivering content rich applications to the market, IC tomorrow hopes to ensure the UK continues to be a leader in technology innovation.

Good examples of innovation are needed to stimulate content providers, application developers and network providers alike.

Scope

There will be three final panel sessions specialising in a single sector and one wildcard panel. Applicants need to indicate which panel they would prefer to be assessed by. The panels are:

- Music
- Publishing
- TV and Film
- Wildcard

If your solution is applicable to more than one sector pick the most dominant or select the wildcard. The same consumer-facing solution will not be considered across multiple panels, however, business to business services, e.g. micropayments, may partner with multiple consumer-facing applications and can be part of many solutions.

Challenges

Your application should help the digital industry solve at least one of the following challenges:

- Creating innovative digital business models
- Opening new markets
- Enhancing or creating value for existing digital assets
- Encouraging new forms of digital content consumption

In addition, the wildcard applications should also include at least one of the following:

- A sector other than music, publishing and TV/film
- Collaboration between organisations
- Integration across media sectors

Procurement Process and Allocation

The Technology Strategy Board has allocated up to £200,000 to showcase innovative trials within the digital industry. A two stage process will be used.

- Stage 1 - the process opens on 11 February 2011 and closes at noon (12:00) on 11 March 2011. Prior to this deadline you must have registered for the competition, uploaded your video to YouTube and completed the simple web application form. The web form is only available once you have registered and must contain a link to your video on YouTube. We expect to choose approximately 40 applications from this stage to go into the final stage.
  DO NOT LEAVE UNTIL THE LAST MINUTE...
- Stage 2 (final stage) - a panel session (30 March 2011) will decide which applications to procure after an additional 10 minute pitch by the applicant. We expect to choose approximately 20 applications from this stage.

Successful applicants will then have a month from this date to add their applications to IC tomorrow and Consumer trials must be live in early May 2011. The IC tomorrow team will help the successful applicants to gain access to licensed content from our key sponsors and other content providers.

Key Dates

Action	Date
Procurement opens	11 February 2011
Briefing sessions Webinars – must book www.tinyurl.com/ict-contest Local briefing session may also be available.	Webinar 16 Feb 4-5pm Webinar 23 Feb 4-5pm See web site for more
Application Deadline (Registered, video on YouTube, form with link submitted)	Friday 11 March 2011 12:00 noon
Successful applicants practice pitch sessions The Sanctuary, London or by Webinar	Wed 23 March 2011 pm Thu 24 March 2011 pm
Regional practice pitch sessions (see website for details)	Various w/c 21 March 2011
Final Panel Sessions at D-Media conference at BAFTA, London.	30 March 2011
Offer on test bed (Application working, utilising APIs, content available for consumer consumption) API webinars, Licensing support 1:2:1s available	April 2011 4th, 11th, 18th, 25th
Consumer trials started	early May 2011 for 6 months

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Using the IC tomorrow digital test bed

In order to place an offer on the IC tomorrow test bed and run a trial an Applicant will need to do the following:

- Register on the Technology Strategy Board's IC tomorrow platform www.ictomorrow.co.uk
- Have their digital application or service use a few simple mandatory APIs (e.g. user registration, content consumption)
- Optionally use other parts of the IC tomorrow platform (e.g. micro transaction meters, get metadata API).
- Create a trial within the IC tomorrow trial management system with a combination of application(s), content providers and consumer offers
- Agree to the licensing terms
- Charge consumers an appropriate fee and distribute revenue to the digital supply chain (e.g. content providers, PRS for music, etc.)
- Abide by the IC tomorrow terms and conditions and code of conduct

Next steps

1. Visit the IC tomorrow digital innovation competition group on _connect: https://ktn.innovateuk.org/web/ic-tomorrow-digital-innovation-contest or www.tinyurl.com/ict-contest
2. Once registered you will have access to the web application form and supporting documents.
3. Download the Application Guidance document and read before preparing your video and completing the online application form.
4. Complete the answers to the questions offline and produce your 2 minute video (web cam is ok)
5. Upload your video to YouTube, ensure privacy set to "public".
6. Complete the online application form, including a link to your YouTube video before 12 noon on the 11th March 2011.

Further information

Register interest and get news and information relating to this competitive procurement process at:

https://ktn.innovateuk.org/web/ic-tomorrow-digital-innovation-contest
www.tinyurl.com/ict-contest

If you need more help contact the IC tomorrow team:

Helpline: 0300 321 4358 (Monday to Friday 9am to 5pm)
Email: support@ICtomorrow.co.uk

For information on the IC tomorrow digital test bed visit:

www.ictomorrow.co.uk

IC tomorrow is a Technology Strategy Board Digital programme.

The Technology Strategy Board is a business led executive non-departmental public body, established by the Government. Its role is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and quality of life.

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