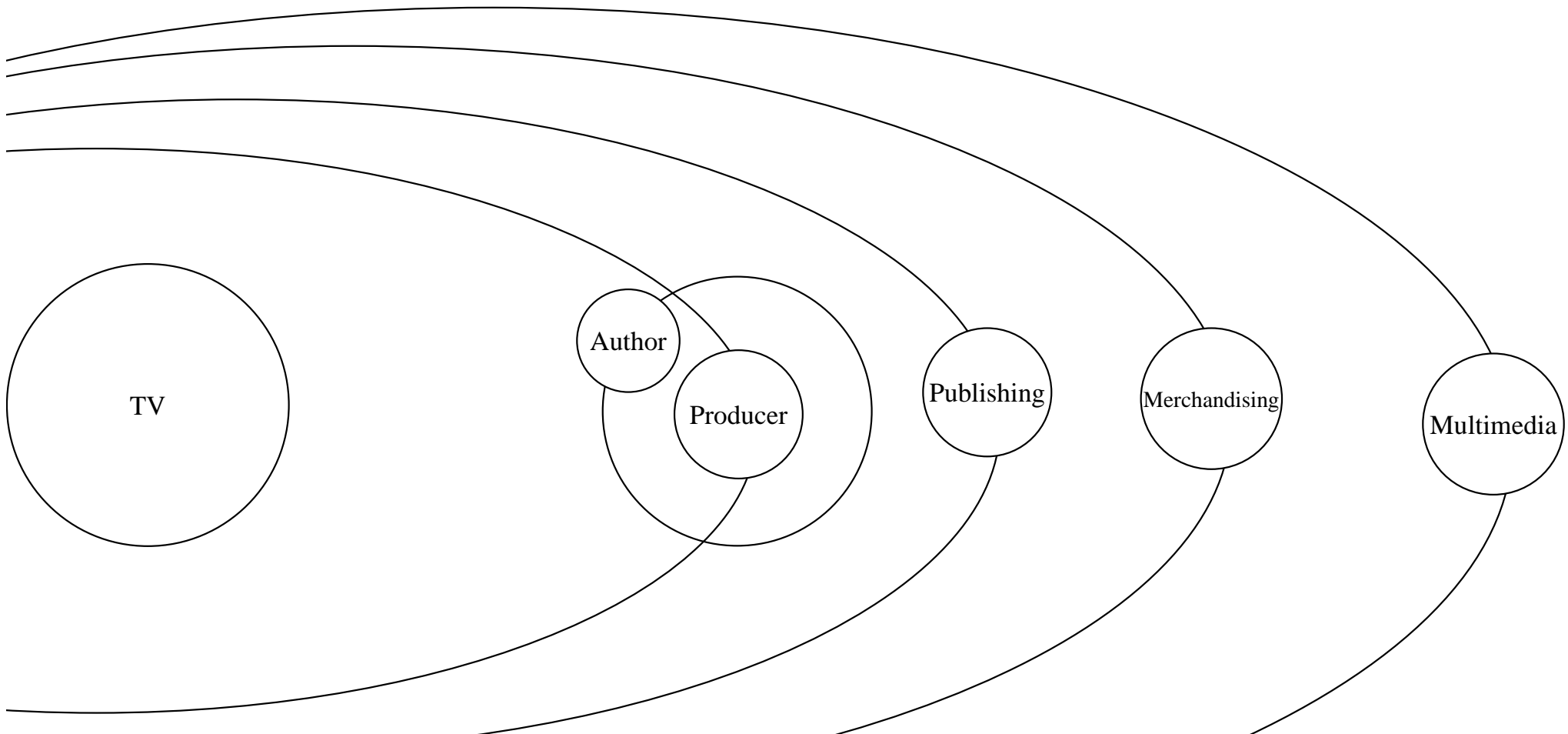


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# New relations within the industry

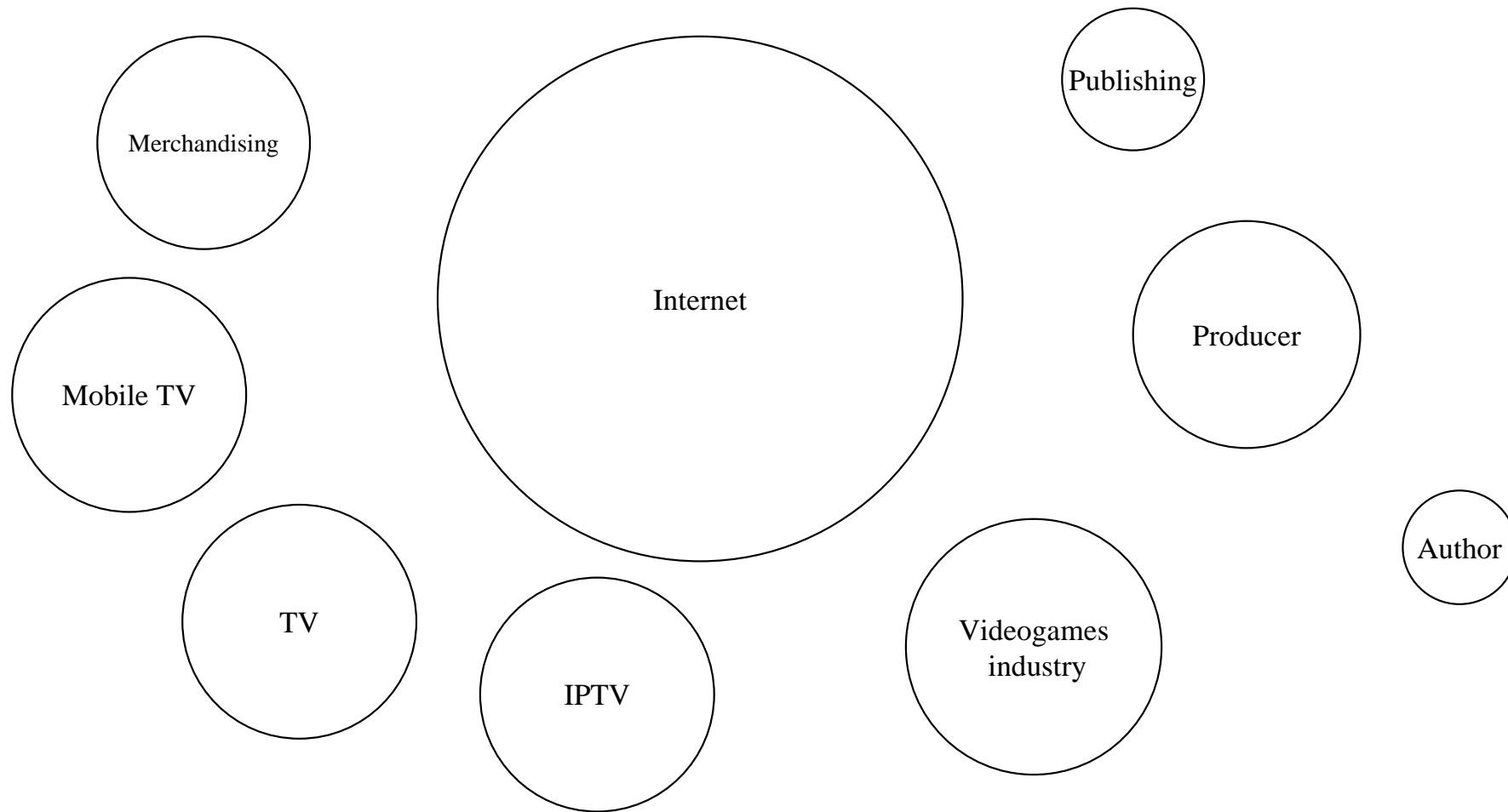
The traditional power inter-relationships of industry players around TV are disappearing



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## New relationships within the Industry

Power relationships in the market are currently being reshaped by the appearance of broadband Internet.



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A new power relationship is emerging.

- Creators have more freedom, but some of them are not integrated into the industry.
- Market speed is increasing exponentially. Product cycles are growing shorter.
- Increase in number of channels brings more freedom for users and, therefore, a more competitive content market.
- Current business models are in crisis.

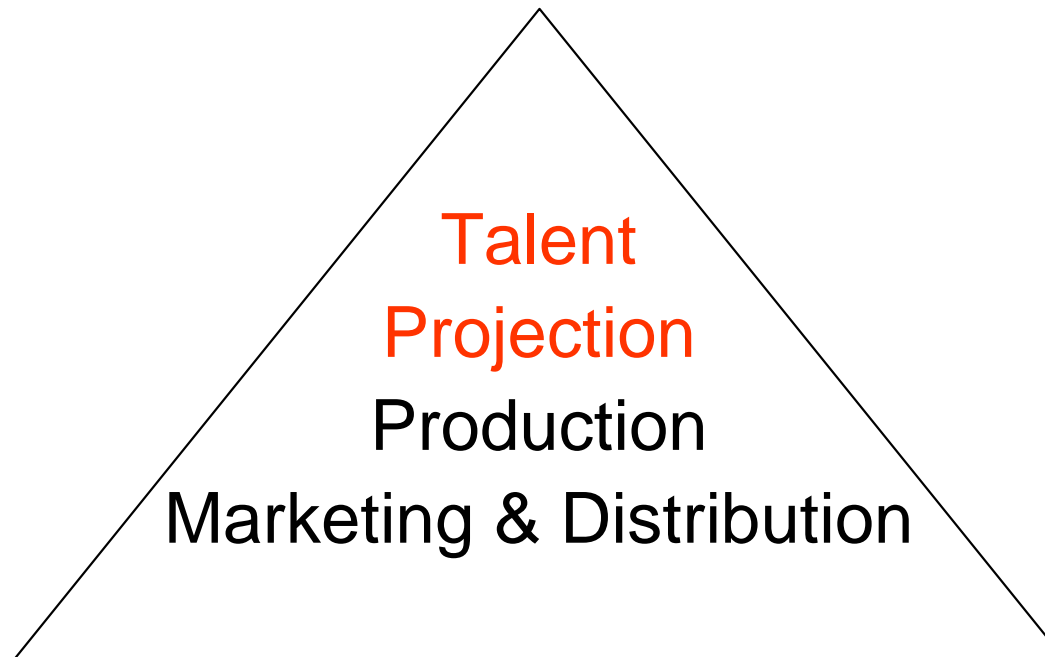
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Increase of competitiveness in culture

- The industry needs to generate more projects.
- New generations of creators must be integrated more rapidly into the industry.
- The field of action of these new creative people is the world. The industry must also play in a global field.

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As a result of all this, the concept of production needs to be changed.



This is an innovative proposal of industry synergy

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In the search for digital TALENT

- There is a new generation of creators who are masters of digital language.
- They are outside the current industry.
- They are considered *outsiders*.
- They have proved able to attract attention in the global field.

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In the search for new digital TALENT

- The first aim of this proposal is to detect new talent. This will be talent not yet established, but only incipient.
- To set up a new relationship between producer and author.
- To encourage free creation.

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In the search for new digital Talent

- What is “Digital Talent”?
  - Talent in content.
  - Talent in creation of tools for the new content.
  - Talent in the production process.
  - Talent in generating new relationship models (business).

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## In the search for new digital TALENT

- *Talent Factory* will be a breeding ground for artists.
- **We are not looking for entrepreneurs, we are looking for creative people**
- *Talent Factory's* main target is to bring Talent into the commercial channels. Talent will be complemented by the values required to face the market successfully.
- *Talent Factory* will be provided with its own broadcasting channel through the Internet.

# *Talent Factory*

## Digital Talent stages

- Talent Factory will work mainly in the two earliest stages, those of highest risk.

### Talent search

contractual relation / high risk

Creative Hunter Team / High requirements of space and infrastructure

### Talent projection

Use of a digital content channel on the Internet and new media / viral techniques

Marketing team / High requirements of networks

# *Talent Factory*

## Creative capital

- A Creative Capital fund will back a constant flow of innovative projects within the industry.
- It will not be venture capital, but will be similar to seed capital (high risk, low investment, high return)
- A creative capital fund of **3,000,000€** will allow a minimum of 120 projects to get started in a 5-year period.

# Material resources at start-up

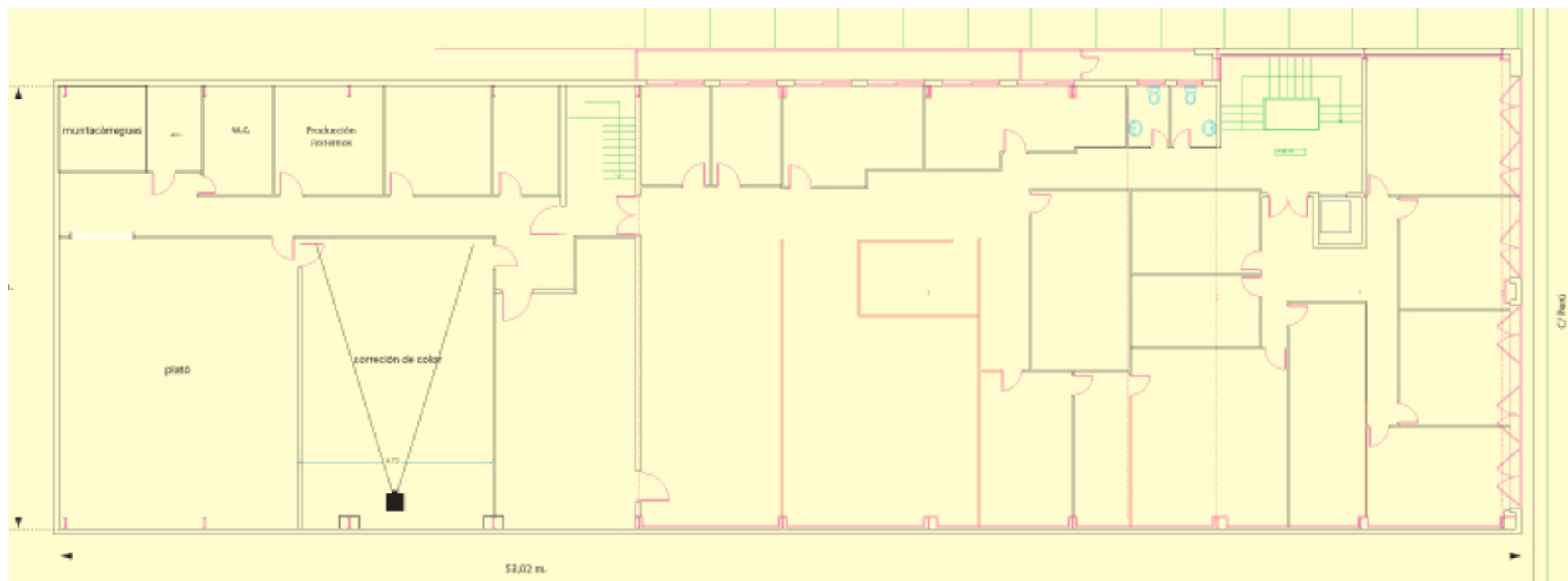
- Space and infrastructure

- 900 m<sup>2</sup> premises

- Motion capture set: 100 m<sup>2</sup>
    - Performance projection room: 80 m<sup>2</sup>
    - Production rooms: 520 m<sup>2</sup>
    - Offices: 200 m<sup>2</sup>

- IT infrastructure

- Broadband 100MB.
    - 50 CPUs rented
    - Other technological resources.



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Human resources requirements

## Talent+Projection stages

- **Creative Hunter Team**
  - National and International universities network
  - web 2.0 net research team
  - New business research team
- **Digital marketing team**
  - Viral marketing experts.
  - web 2.0 experts
  - New Media managers

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Human resources/start-up

- Human resources: start-up structure
  - Creative Hunter Team: 2
  - Commercial + Marketing team: 3
  - Production direction: 2
  - Administration-direction: 2
  - Technological team: 3
  - **Total: 12 professionals**

# Talent Factory

## Start-up timing

1	2	3	4	5	6	7	8									
Build.	Hunter	Talents	Channel360	Cont.	Projection	Production	Market									
sep-07	oct-07	nov-07	dic-07	ene-08	feb-08	mar-08	abr-08	may-08	jun-08	jul-08	ago-08	sep-08	oct-08	nov-08	dic-08	ene-09

- 8 main steps:
  - 1 Adaptation of premises **Building Cromosoma1**
  - 2 Creative Hunter Team formation
  - 3 First Talents undertaking production
  - 4 Channel launch
  - 5 First contents Talent stage.
  - 6 First Talent projection.
  - 7 First Commercial production
  - 8 First International Market with Digital360

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