Models of innovation in the Creative and Content Industries: Inspiring insights from the Cinema industry
Results of the CRG Polytechnique study

IPTS International experts Validation workshop
Sevilla, November 7, 2014
Models of innovation in the Creative and Content Industries:  
Inspiring insights from the Cinema industry  
Results of the CRG Polytechnique study

9.00 - 9.30: Welcome and introduction  
Paul Desruelle, IPTS, Marc Bogdanowicz, IPTS

Session 1: 9.30 - 11.00  Main findings of the CRG study  
Chair: Marc Bogdanowicz
9.30-10.15 Setting the scene: introducing research questions, problematic, the stakes, R&D in Creative Industries.

10.15-11.00  Lessons from the cinema case: the new middlemen of the digital age, intrasectorial dynamics v. transectorial.
Speaker: Jean Paul Simon, JPS Public Policy Consulting (Seville).

11.00–11.30 Coffee break

Session 2: 11.30 - 13.00  Contrasting case studies  
Chair: Jean-Paul Simon
11.30-12.15 The view from the industry. Case study 1. Independent Film Business in the UK  
Speaker: Terry Ilott, Principal, Bridge Media, (London)

12.15-13.00 Case study 2. A cross comparison with the book publishing industry.  
Speaker: Elisa Salvador, CRG Polytechnique (Paris)

13.00-14.00 Lunch break

Session 3: 14.00 - 16:30  Models of innovation?  
Chair: Marc Bogdanowicz
14.00-15.30 Models of Innovation 1  
Speaker: Valerie Mocker, and Juan Mateos-Garcia, Nesta, (London)

15.30-16.00 Coffee break

16.00-16.45 Models of Innovation 2  
Speaker: Thomas Paris, HEC, École de Paris du management (Paris)

Session 4: 16.45 -17.30 Conclusive debate: lessons learned  
Chair: M.Bogdanowicz/JP Simon
Speaker: Harald Trettenbrein DG CNECT
"The concept of "Models of innovation" refers to the ways the innovators (individuals or companies) manage the trajectory of the invention towards its commercialization. Starting with probably a mere idea, they take decisions on how to create the conditions for value making, within an overall context – in particular an Innovation System – about which they have variable knowledge. "Models of innovation" refer to the ways and means Innovators, from their perspective, position themselves, their activities and their core networks within the local, national and international contexts that surround, support or constrain them."
A simplified reasoning to kick-off...

ICT are General Purpose Technologies
As such they affect all the sectors of the economy (Digitalisation)

Hypothesis to validate...:
1. Two "models": substitution (conflictual) or integration (collaborative)
2. Both co-exist and are "useful" (Eco growth, welfare,...)
3. MCI as example: Downstream substitution (?) and Upstream integration (?)
4. In this Cinema study: integration model
5. Essential presence and role of Specialised Technological Suppliers (STS)
6. This explains non-R&D innovation – wrong point of departure and first lesson!
7. The integration model is about:
   - the coordination of resources (techno knowledge, finances, market knowledge, institutional rules)
   - to create the adequate cooperative relation with the customer ("integrate")
8. It is mainly shaped by the customer business characteristics. Here: prototype / content production= value / blockbuster & risk/ upstream vs downstream/ b-model challenged?...

Open questions:
1. Is this "Science meets Art" (See Videogames) ? Artistic rebellion? Glamour economy ?
2. Why don't other MCI go down the same path (See Book). Or do they and how ?
3. Are substitution and integration respectively equivalent to process and product innovation ?
4. Is there room here for public intervention ?