IPTS International experts Validation workshop

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

Seville, November 7, 2014

Agenda

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

9.30 - 11.00. Session 1: 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

11.30 - 13.00. Session 2: 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

14.00 - 16:30 Session 3: 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)

16.45 -17.30 Conclusive debate: lessons learned
Chair: Marc Bogdanowicz/ Jean Paul Simon
Speakers: Harald Trettenbrein DG CNECT, Pierre-Jean Benghozi, ARCEP (Paris)
- Main observations? Models of innovation?
- What applies beyond the Cinema; beyond the content industries?
- Where does the EU stand? Are public policies needed?