

## running smarter media cities



New Media Partners specialises in the use of new media and digital technologies to drive innovation. Over the last decade, we have been involved in many aspects covering the inception and operation of a number of media cities internationally, establishing ourselves as leading strategists, deal-makers and commentators in the global media cities market. As a result of our “big picture” knowledge and experience, and our global connections, our Media Cities products are proving invaluable to media city operators, property developers, service providers and technology suppliers worldwide.

### **how nmp can help?**

#### ***strategy and position***

There are more than 60 locations worldwide that have established, or have aspirations to become, “media cities”. While many of them are valuable hubs of talent, only some of them make the breakthrough to become sustainable digital media centres of truly global significance. We have a unique range of experience of working with these cities – our experts analyse and understand the factors that create success. We work with media city operators, investors and other key stakeholders to develop new strategies, or to refresh existing strategies. Using our Network knowledge hub, our experts create compelling propositions that differentiate your media city. We work on the vision, marketing and branding of the location, to make it stand out from the crowd.



nmp produced a strategic Review of the Digital Media Opportunity at Pacific Quay for Scottish Enterprise last year as part of a consortium with US based consultants JVA. nmp were the lead contact and managed the consortium approach very well. They showed a clear understanding of what was required, backed up by an excellent knowledge of the sector and similar developments to ours. We were very pleased with the final report which was well written, made clear recommendations and was produced on schedule and on budget. The report was well received by our stakeholders and partners and is informing the future direction of work in this area.

**Claire Scally**  
Digital Media Project  
Manager  
Scottish Enterprise



But vision and positioning only make sense if they are backed by a compelling business case. Using our experience and our knowledge of what works elsewhere, we develop business models that help you to:

- create attractive rates of return for investors
- provide facilities that encourage magnet tenants to locate
- propose pricing models that maximise tenancy income
- provide value-add services that secure sustainable returns for operators and investors.

To support the business model, we

- deliver a full competitor analysis, reviewing against comparable locations worldwide
- undertake primary and secondary research to assess likely tenancy demand levels
- assess the sustainability of the local talent pool, identifying development needs
- provide detailed financial plans, including the broader economic impact of the media city

### ***deal-making and connections***

Creating an attractive strategy and compelling propositions is an essential part of the success mix, but it's not enough. Media cities need global partners and connections, who bring expertise in the digital media sector, and a track record of success. That's where we come in – with our long experience of this domain, we have established valuable connections with media-savvy investment partners, property development companies, operational management organisations, branding/PR specialists, and technology and infrastructure providers.

Working closely with the key stakeholders in a media city venture, we can act as an independent consultant, to:

- introduce potential investment partners or property developers, create outline deals, and manage negotiations on your behalf
- identify branding and PR specialists with global reach, and digital media sector knowledge, provide them with briefs, and manage their delivery
- introduce technology and infrastructure providers that have experience of similar media city operations, and work with them to specify and deliver technology focussed on the needs of this location.



#### **MediaCity UK**

nmp has been involved in its development from 2004 until the present day. Our original engagement was a Feasibility Study on behalf of the BBC with regard to the potential benefits and risks of moving 5 key commissioners and 2,500 staff to MediaCityUK. Subsequently nmp has developed the business model to secured the £multi-million finance for a digital innovation and incubation centre at MediaCityUK. In addition nmp developed the model that was the foundation to secure the funding for the Digital Content Lab – a ground breaking initiative to broker deals between micro-businesses and global techmedia companies such as BBC, Nokia, Orange, Sony.



As an alternative, we also have experience of pulling together consortia arrangements. On a number of occasions, we have worked in partnership with investors, developers, and technology providers to deliver a broad range of capabilities to a media city operator in a seamless fashion.

Perhaps of greatest value of all, our work over the past decade means that we have excellent relationships with many of the world's largest digital media organisations – the companies whose presence at your location will prove to be such a magnetic attraction for others. Armed with a compelling proposition for the media city, and a clear business model, we can make the connections that propel your media city to global prominence.

### **operational management - ICT**

The provision of ICT infrastructure is an essential element of media city planning and delivery. But did you know that, properly packaged and managed, ICT services can generate up to 20% higher revenues for media city operators? Our experts have developed a unique ICT business planning framework that allows you to exploit the ICT opportunity – see our “ICT Infrastructure” publication.

### **why work with nmp?**

By working with New Media Partners, you will:

- work with experts who will use their experience in this domain to reduce your operating costs, increase your revenues, and maximise the long-term prospects for your media city
- access an unparalleled resource of knowledge about what's happening in digital media cities worldwide
- develop or refresh a strategy that pinpoints your unique proposition
- make connections with partners and providers who have successful track records of delivery in this field

### **find out more**

To find out how New Media Partners' experience can help you make the right decisions, contact us to arrange a discussion.

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Danny Meaney and the nmp team have provided excellent consultancy support services centred on the development of The Boho Zone – the digital media, digital technologies and creative industries quarter in Middlesbrough. The services have helped define the concept, identify the optimum location and developed the project's Business Plan. This work has enabled us to progress our business and accommodation strategy knowing that nmp's market forecasting, cluster development and cost benefit analysis has been second to none. Their deep understanding of the specific incubation and acceleration models necessary for the digital and creative industries is clear cut and exemplary. In addition, a major strength of nmp is its ability to articulate specific tasks in a localised market against the best practice internationally. Their work has enabled us to understand our growth potential and identify the appropriate investment for us to fulfil our ambitions.

In my experience they provide consultancy that is clear, objective and always informed by good evidence. Unusually, the report they produced is actually being used as the routemap for the development of the Boho Zone. Moreover nmp has demonstrated support for the project that goes beyond the confines of the contracts: in a continued dialogue, Danny's commitment and genuine enthusiasm is a real 'value added'. I would be happy to recommend nmp's services.

**Mark Elliott**  
Director  
DigitalCity Business