

do you know that ICT services can generate 20% additional revenues for Media City operators?



New Media Partners specialises in the use of new media and digital technologies to drive innovation. We work with media city operators worldwide, bringing deep sector knowledge and bright ideas to ensure success of the location. Based on our experience, our ICT Infrastructure products give you distinguishing features, and sustainable revenues.

the challenge

Our ICT Infrastructure products will allow you to

- Understand the range of ICT services you need to offer to be competitive
- Quantify the business case for provision
- Identify the model of service deployment and development that is right for your location.

Media city tenants use a range of media ICT services and applications.

For some of these services, such as voice and Internet access, the business case for service provision is established and lucrative.

However, for other media ICT services, the business case remains unclear.

- What ICT service should be offered?
- What levels of income can be generated?
- Which business model should be used to deliver such services?

how nmp can help?

In the global market for digital media locations, we're moving into a new era of sophistication and competition. Our global experience underlines that digital media companies are voracious consumers of ICT services, and so delivering a world-class ICT infrastructure is becoming increasingly



twofour54° is setting out to be the globally recognised centre for Arabic content. Working closely with the twofour54° management team nmp refined and re-inforced the overall vision for twofour54°. With the overall vision nmp developed a model of the demand for ICT services, and identified key elements of the required ICT infrastructure. Based upon these findings nmp produced the overall ICT Master Strategy for twofour54° together with the associated Business Plan.

Danny Meaney
Managing Director
nmp

twofour54° will be a key component in establishing Abu Dhabi as a globally significant Media City and it is essential that we see the best return on our investment for this flagship project. To ensure that we understood the options available to us and then decide how to design a technology infrastructure that is both flexible and fit for purpose, we engaged nmp. The work conducted by nmp was a thorough, evidence based analysis that went beyond our expectations for the brief. I am sure that we will work with nmp again in the future and I have no problem recommending nmp to organisations seeking market leading advice and technology solutions.

Ziad Nohra
Head of Real Estate
Development
twofour54°

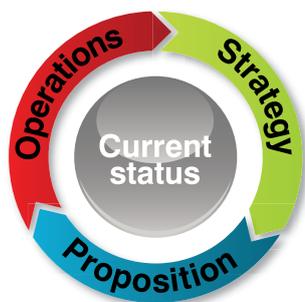


Using our framework, we develop:

- **ICT Master Strategy:** provides a vision for the ICT platforms that will deliver the media city's service offerings
- **ICT Business Plan:** based on the Master Strategy, this links projected ICT demand with technical requirements and detailed financial plans, to establish the commercial viability of the strategy
- **ICT Infrastructure Requirements:** these are the documents needed to interface with potential suppliers and service providers.

By projecting demand, revenues, operating costs and capital expenditures, our proven tools enable you can make an informed decision as to the business opportunity under different operating models.

nmp will ensure that your media ICT strategy is right for your location.



strategy: identifying a robust vision that delivers an attractive return on investment custom research to enable businesses to innovate to meet the dynamic needs of the market

proposition: defining compelling propositions that attract customers and grow revenues

operations: implementing those operations necessary to profitably deliver the media city strategy and propositions.

the benefits

By working with New Media Partners you will ...

- understand the range of current and emerging services demanded by media city occupants.
- ensure that your ICT infrastructure is right for your media city now and in the future
- choose an ICT operational model that turns a significant infrastructure cost into a revenue-generating opportunity
- benefit from our global experience in advising media cities on how to make their location a success.

We have pleasure in providing a written reference for nmp with whom we have had a very successful and productive relationship.

ASK Developments won the 'Commercial Property Developer of the Year Award 2006' by NW Business Insider Magazine and are developers of the Manchester site competing to facilitate the BBC move to Manchester.

To ensure that we understood the market for Creative Industries, Media and Digital Media we engaged nmp to evaluate the demand for the site against local, national and global market trends. This included office and workspace for the independent creative sector together with detailed technical specifications for the 21st Century studio space demanded by the BBC.

The work conducted by nmp was a thorough, evidenced based analysis that went beyond our expectations for the brief. Following the initial assignment nmp was engaged for further work and became central to the ASK team working with the BBC and partners on the delivery of the final detailed bid. The work carried out by nmp gave us the confidence to engage with the BBC, North West Development Agency and Manchester City Council to develop a world beating proposition that was delivered to the BBC in March of this year.

Since that time we have continued to work with nmp on a number of projects including sector specific property solutions for Brent Borough Council (Wembley) and the London Development Agency in Kings Cross. I have no problem recommending nmp to organisations seeking market leading advice and solutions.

John J Hughes
Development Director
ASK Developments



about nmp

New Media Partners provides a unique approach to advisory services using digital media. Our products centre around 3 areas:

insight: market focused product and service development supported by custom research to enable businesses to innovate to meet the dynamic needs of the market

clarity (prosperity?): providing industry hands-on expertise to both the financial community and digital media and technology businesses to enable them to make money

ventures: New Media Partners is also involved in several new ventures including TripleSEE, the world's first full service IPTV agency and MediaNet, a value added technology services provider.

We are recognised for our expertise in the development and commercialisation of Media and Technology enterprise.

find out more

To find out how New Media Partners' experience and methodologies can enhance your media ICT proposition contact us to arrange a discussion.

Danny Meaney

Managing Director

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