

NESTA/UK Film Council Digital Innovation in Film Participants Announced

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NESTA and the UK Film Council have named the 12 independent film businesses who will participate in the **Digital Innovation in Film** programme. The programme which is jointly run by the two organisations, in conjunction with national and regional screen agencies, is designed to help small independent British film companies to embrace new business growth opportunities through digital distribution.

The companies were selected from 50 entries and represent creative businesses at different stages – incorporating film production, distribution and sales.. For the next 18 months they will be teamed up with specialist partners who will help them to develop the content, marketing and digital distribution potential of their films to audiences around the world in new ways. Each organisation will have a specially tailored programme which will include financial/business planning support, identifying and delivering opportunities for new forms of distribution, with the goal of improving the film business's potential for growth and investment.

The 12 businesses are:

- **B3 Media**
- **BreakThru Films**
- **Film Export UK**
- **Hollywood Classics**
- **Lux**
- **Metrodome Distribution**
- **Mosaic Films**
- **onedotzero**
- **Revolver Entertainment**
- **Vod Almighty**
- **Warp Films**
- **Zini Limited**

Commenting on the announcement, John Woodward, Chief Executive Officer of the UK Film Council says "The digital world is already having a huge impact on the film industry and we will either adapt or fall by the wayside. This initiative is important because it helps to equip a diverse range of different film businesses to succeed on the new frontier."

One of the chosen businesses Hollywood Classics said "This is a really exciting opportunity for us. We very much welcome access to digital distribution expertise to explore emerging opportunities for new revenue streams, but we also need to be linked in to a broader network of companies who can share their experiences and contacts".

Jon Kingsbury, NESTA's Creative Economy programme director added: "Independent film companies are the bedrock of our creative sector. The chosen companies will not only receive vital support for their own businesses, they will also be helping us to design a broader framework of intervention and support for independent film companies across the UK – positioning us as a key player in the global film industry".

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