

## **Film London submission to 'Digital Britain'**

### **Introduction**

Film London welcomes the publication of Digital Britain and would welcome the opportunity to contribute to further discussions ahead of the publication of the final report.

Film London is the capital's film and media agency, tasked by the UK Film Council and the London Development Agency to stimulate and develop all the London film and media industries.

As one of the UK's nine Regional Screen Agencies, Film London has also contributed to the Screen England submission to 'Digital Britain', which sets out the role and broad interests of the RSAs in relation to Digital. This separate response is therefore complementary, but addresses some specific insights from the perspective of the London film and media industries.

### **Digital Britain and the London 2012 Olympic Games**

The London 2012 Olympics will be the first global media event of a truly digital age. The Games are likely to be both filmed and watched by more people across the world than any previous Olympics in history. The ways in which people in the UK will watch these Olympics will be many and varied – ranging from conventional television sets, to computers to handheld digital media devices.

The pace and successful delivery of the proposals contained in Digital Britain, particularly relating to delivering higher broadband speeds and universal access, will therefore have a significant impact upon the way that UK audiences can enjoy the games.

Moreover, the strength of the UK's digital offering will also impact upon the 'visitor experience' of both tourists and businesses who will be attracted to London and UK in the run up, during and after the games, so will have an impact on inward investment into London and the UK.

For example, there will be more filming and film and media crews in London during the 2012 Olympic Games than at any time in history. Film London and the other Regional Screen Agencies have done much to improve the reputation of the UK as a film-friendly city and the Olympics presents an invaluable opportunity to enhance the perception of London as one of the world's great film cities.

It is therefore imperative that the Government moves quickly to ensure that the necessary infrastructure is in place which will optimise the economic and cultural benefits of hosting the Olympics – in London and across the UK.

## **Securing the global competitiveness of the UK film and television industries**

Creating a strong digital infrastructure will enhance the future development of London's film and TV industries. Indeed, studios and the post-production sector rely on effective and efficient broadband services to compete in the international and domestic marketplace. To ensure their continued global competitiveness, good access to next generation services and fair pricing structures are essential. Likewise, investment in the skillsbase is crucial to strengthening our competitive position in the digital age.

Alongside this, we would strongly endorse the points made by the UK Film Council in their submission in relation to illegal file-sharing. We share the view that an effective deterrence policy is critical if the creative industries in London and across the UK are to flourish in a digital era.

## **Public enjoyment of film culture**

The Digital Archive Fund is a UK Film Council-backed Lottery fund set up to increase public access to regional in screen heritage. Unlike other regions, London currently has no publicly funded audiovisual archive focusing specifically on the history of our city and its communities. Instead, fascinating material is held across a range of museums, libraries, archives, colleges, businesses and community groups and much resides in the major national collections of film and video that are based in the capital.

Film London facilitates London's Screen Archives (LSA), a regional network for organisations that collect and preserve moving image in all its forms. Its aim is to become a 'virtual archive' which helps researchers and the general public locate and enjoy our city's wonderfully evocative screen heritage and to support the preservation of this rich, but fragile resource.

Clearly, the advent of better broadband services is crucial to the development of a 'virtual archive' and vital if more people are to enjoy the riches of London's screen heritage over time.

Ends.

For further information, please contact:

Annabelle Chalker  
Head of Communications and Marketing  
Film London  
Tel: 020 7613 7678