

From: N.L. Goodman
Sent: 11 March 2009 21:58
To: Digital Britain Report Feedback
Subject: Mobile Arts and Culture Initiative

Dear Digital Britain:

Please know that I have sent this to Mrs. Follett.

I would appreciate your guidance in this matter.

Thank you

Nora Goodman
EXEC VP

www.finallytv.com

Mrs. Follett MP
Minister for Culture, Creative Industries & Tourism
Department for Culture Media and Sports
England

March 12, 2009

Re: England and the Arts Go Mobile

My Dear Mrs. Follett:

The advent of digital broadband, has allowed us to be connected in ways never before imagined. Along with this most remarkable form of communication comes many new possibilities and advantages. In today's new media landscape in the "communication age", with innovative models of public participation in art and culture, I, as a mobile entertainment executive am encouraging government to use and utilize cutting edge technology to support a more active, engaged society.

Finally! TV recognizes England's great contribution and great need for its creative sector. England needs a destination for itself and for the world; to showcase itself and to show the International public its prowess in the Arts and Creative Industries; garnering awareness and opportunities and experiences to its participants and audience. I encourage you to shatter the barriers that exist, open up participation to every budding and career artist in your country. Open up knowledge of the arts locally and to the global world by taking an active role in Arts and Tourism via Technology. You cannot get better exposure, than global exposure. Take the global lead as the Art Mecca, as the premier Art and Culture country.

We recognize the need for England's artists and creatives to be valued, and to thrive, and to have the courage and government's recognition to move

forward. ...”to get more art to more people in more places.”

Mobile technology is the greatest means to “get more art to more people in more places.”

As a mobile content studio and provider this can be accomplished, especially in today’s communication age, and digital, mobile environment. You may have heard, at your most recent conference in March, similar information with respect to the importance of technology and the Arts and how awareness and engagement affects Tourism, and Culture. We agree and are here to help lead and guide and produce this Arts and Culture destination.

Finally! TV’s proposal of an artist’s mobile site, is a local and global means of communication. It is our goal with Artistz.mobi to *Provide, Engage, and Preserve the Arts Globally.*

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Why Finally! TV Studios

Because we are ready with our network. We are already in discussion with major carriers about our programming and mobile initiatives. Because we are poised to launch and to ad strategic partners. And with your support, we can carry the tone of propriety and preserve, showing the best that humanity has to offer, in this age of communication.

I should enjoy a short chat with you on the topic of England’s Arts and career artists’ needs and goals, and how we may work together to accomplish this through our mobile initiative, Artistz.mobi.

Might our agenda include:

- England taking an active roll locally on Artistz.mobi;
- England leading the art culture, globally;
- England becoming the aggregator and purveyor of new art and artists;
- England promoting the Art Youth of England and other countries;
- England promoting Creative and Artistic industry;
- England rising and taking the lead as the Art Mecca by promoting all new art, new mediums, while boasting her own artistic historical accomplishments.

I will be in London as a conference speaker at the Mobile TV World Summit. At which time I should very much enjoy speaking with you regarding your interest in this mobile communications initiative, Artistz.mobi. My conference is the 25th & 26th, and I would be delighted to make myself available to you, on either the 24th or the 27th. or the evenings of the 25th and 26th.

Thank you for your time in this matter.

Please let me know of your interest, and your availability for a personal

introduction, at your earliest convenience.

A favor of your reply is requested.

Sincerely,

Nora Goodman
EVP
Finally! TV

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