



A Technology Strategy Board programme

IC tomorrow launches £300K TV and film Digital Innovation Contest at BAFTA

29TH March, 2012: [IC tomorrow](#), a [Technology Strategy Board](#) programme, yesterday announced its latest Digital Innovation Contest at the British Academy of Film and Television Arts (BAFTA). Amongst a programme of panel discussions featuring executives from the BBC, ITV and Chanel 4, IC tomorrow offered small companies a total prize of £300k for the production of ten digitally innovative applications or services in TV and film.

The competition aims to promote accessibility of TV to all while helping content providers and broadcasters monetise improved customer experience across multiple platforms. Applicants are asked to submit ideas in one of the seven categories and will compete for individual prizes of up to £30k to develop their prototypes. Winners will get the chance to work directly with challenge patrons such as Virgin Media and National Geographic who will provide content for the applications.

“The face of TV is dramatically changing,” said Nick Appleyard, head of digital at the Technology Strategy Board. “The rise of catch-up services, multi-screens and connected TV is creating an increasingly demanding environment for the TV industry and this competition will help entrepreneurial companies develop services that maximise commercial potential with customers.”

The competition was announced to an audience of TV professionals and budding digital entrepreneurs. Exploring the driving forces behind the transformation of the industry, as well as how companies need to reinvent their structures, the event was packed with discussions and debates from some of the country’s leading industry executives.

Applicants must submit their initial ideas before 12noon on Monday 10th May. Following a shortlist announcement, successful applicants will be invited to present their ideas to a panel of representatives from IC tomorrow, Technology Strategy Board and the relevant challenge patron at Digital Shoreditch. In addition to National Geographic and Virgin Media, patrons include Fremantle Media, Hat Trick Productions, Lionsgate, Royal National Institute of Blind People (RNIB), Rovi Corp and Zodiak Active. For more information on the competition or to enter, please visit the [IC tomorrow website](#).

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About IC tomorrow

[IC tomorrow](#) is a [Technology Strategy Board](#) programme designed to stimulate innovation and economic growth in the digital sector. Its online network, events and other strategic matchmaking opportunities connect entrepreneurs with leading rights holders, content providers and investors across the UK. Through a series of funded contests, IC tomorrow invests in technology enabled innovation across a variety of sectors, including music, publishing, games, film and TV, and culture. It also offers a free-to-use trial management platform for UK-based digital innovators and rights holders to connect and test new business models.

Notes to Editors

1. The Technology Strategy Board is a business-led government body which works to create economic growth by ensuring that the UK is a global leader in innovation. Sponsored by the Department for Business, Innovation and Skills (BIS), the Technology Strategy Board brings together business, research and the public sector, supporting and accelerating the development of innovative products and services to meet market needs, tackle major societal challenges and help build the future economy. For more information please visit: [Technology Strategy Board website](#).
2. Media enquiries about IC tomorrow should be directed to: Richard Botley, Sarah James or Charlie Hamilton at Liberty Communications – Tel: 0207 751 4444, email: ictomorrow@libertycomms.com
3. To see all press releases from the Technology Strategy Board please visit: [Press Releases](#).
4. [Fremantle Media](#) is one of the world's largest and most successful creators, producers and distributors of entertainment brands. From prime time and serial drama to entertainment and factual entertainment, its programmes aim to excite, challenge, entertain and inspire audiences around the world.
5. [Hat Trick Productions](#) is one of the UK's most successful independent production companies. Its output immediately identified with popular and award-winning programming, light entertainment and drama, and is now emerging into digital media. Its programmes have been nominated for every major award in the industry and the company has won more awards for its comedy and entertainment output than any other producer in the history of British broadcasting, except for the BBC.
6. [Lionsgate](#) U.K. is the diversified UK-based filmed entertainment arm of Lionsgate (NYSE:LGF), the leading independent filmed entertainment studio. The company (formerly Redbus Film Distributors) was acquired by Lionsgate in October 2005 and has since established a reputation in the U.K. as a leading producer and distributor and acquirer of commercially successful and critically acclaimed product, recently releasing such box office hits as *The Hunger Games*, *The Expendables*, *Harry Brown*, Oscar and BAFTA winner *The Hurt Locker*, *Coriolanus*, *A Dangerous Method*, *Little White Lies*, *Drag Me To Hell*, *The Imaginarium of Doctor Parnassus*, *I've Loved You So Long*, *3.10 to Yuma*, *Good Luck Chuck*, *The Bank Job* and Oscar-winning *The Lives of Others* in the U.K. Upcoming releases include *Salmon Fishing in the Yemen*, *Friends With Kids*, *The Expendables 2*, *What To Expect When You're Expecting*.

Its prestigious and prolific library of nearly 13,000 motion picture titles and television episodes – including *Mad Men*, *Nurse Jackie* and *Weeds* – is a valuable source of recurring revenue and a foundation for the growth of the Company's core businesses – film production and distribution, TV programming, home entertainment, family entertainment and video-on-demand content. The Lionsgate U.K. brand is synonymous with original, daring, quality entertainment in markets around the globe.

7. The [National Geographic Society](#) has been inspiring people to care about the planet since 1888. It is one of the largest non-profit scientific and educational institutions in the world. Its interests include geography, archaeology and natural science, the promotion of environmental and historical conservation.
8. [The Royal National Institute for Blind People \(RNIB\)](#) is a leading UK charity offering information, support and advice to almost 2million people with sight loss. Their pioneering work helps anyone with a sight problem.
9. [Rovi Corporation](#) powers products and devices that enable consumers to intuitively connect to meaningful entertainment from a range of sources. The company's technologies and solutions for video delivery, discovery, and advertising enable retailers, service providers and consumer electronics manufacturers to participate in, and profit from, the transformation shift taking place in entertainment distribution and consumption.
10. [Virgin Media](#) is a leading provider of fixed and mobile telephone, television and broadband internet services to businesses and consumers in the UK.
11. [Zodiak Active](#) is one of the world's leading creators, producers and distributors of content for TV, radio, new media and cinema. The company is active in multiple genres including factual, entertainment, reality, game-show, lifestyle, documentary, talk-show, drama, animation, comedy, children's and film.

Some of Zodiak Media's most successful programmes worldwide include *The Secret Millionaire*, *Don't Forget the Lyrics*, *Le Grand Journal*, *Location Location Location*, *Beyond Boundaries*, *Wife Swap* and *Being Human*. The group also produces a number of other popular formats including *The X Factor*, *Survivor*, *Peking Express*, *Paradise Hotel*, *So You Think You Can Dance* and *Strictly Come Dancing* in a number of different territories.