



MERSEYSIDE ICT



DIGITAL CONTENT REVOLUTION

San Francisco and Silicon Valley - California

May 6 - 12, 2006

WHY DIGITAL CONTENT?

As traditional mainstream media focus on driving the very best content across all platforms, they have begun to grapple with new problems and opportunities. In order to reach the greatest number of people electronic device manufacturers are positioning their products as 'digital Swiss Army knives'. As consumers become more sophisticated, new relationships need to be managed with audiences (Interactivity), new languages (Multimedia) and a new grammar (Hypertext) and real time is the only time. These challenges are dovetailed with opportunities for revenue generation through advertising and e-commerce. Agile and innovative small businesses are often in the best position to deliver the new technologies and solutions required to address these challenges and opportunities.

The ICT business base in Merseyside has developed a key niche area in digital content. A group of Merseyside businesses involved in interactive media, digital and mobile content and e-commerce solutions have gained a significant UK market share. The presence of Liverpool John Moores University's International Centre for Digital Content (ICDC) – the UK's only digital content business school – also speaks to this speciality. We believe it is time to bring together Merseyside's local specialists with national market leaders to explore the future of digital content technology from those that are setting the digital agenda in Silicon Valley.

WHO WILL WE BE VISITING?

Silicon Valley is a hotbed of research & development as well as the home of world-leading corporations operating in the digital content space. This trip will target the best of the best. We already have agreement from **Apple, Yahoo Mobile, Adobe and MobiTV** to meet with us. We'll also be meeting with partners from **Kleiner Perkins, Caufield and Byers**, one of the most prolific Venture Capital companies in the world, who have helped fund companies such as **Amazon and Google**. We will target other movers and shakers in R&D and digital content technology to fill out the itinerary.

WHAT WILL WE ACCOMPLISH?

Throughout the week we will meet market leaders in internet and digital content technology and learn from them about innovation in their products and where they see the market going. We will also gain insight about the technology directions currently being developed and see first hand some of the 'blue sky' thinking that will help shape the digital content products and services of the future. This will all be accomplished in an intimate environment where we will encourage debate and round table discussions. We will encourage you to talk business with our hosts in America as well as your fellow participants. This trip is an opportunity to network and exchange ideas with like-minded industry innovators and leaders and meet potential partners for digital content development and distribution.

WHO'S ATTENDING?

This trip targets managing directors and senior executives from the public, private and university sectors that have a vested interest in the digital content space. Specifically,

- Senior executives from national corporations with significant online and interactive activities
- Managing Directors of Merseyside businesses involved in interactive media, online, digital and mobile content & development and e-commerce solutions
- Representatives from the International Centre for Digital Content based at Liverpool John Moores University
- High level representatives from Government Office Northwest, The Mersey Partnership and other business support organisations

ABOUT MERSEYSIDE ICT

Merseyside ICT exclusively represents Information and Communications Technology (ICT) companies in the Liverpool region of Northwest England. We help existing companies grow through new market development (domestic and international), and to provide funding guidance and general business support. The aim is also to develop an international network of technology transfer, collaboration and investment.

ABOUT INSPIRE NATION

Inspire Nation takes small groups of leaders to some of the most fascinating organisations and companies on earth. The company encourages business relationships by finding the best examples the world has to offer, and by taking business leaders to learn from them. "We inspire organisations to excel through learning from others' experience"

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