

Developing Talent for the Creative Industries

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centre for digital music

My background

- early research then patent for digital amplifiers
- Research for Simmons Electronics (drums)
- Teaching Company Scheme with B&W Loudspeakers
- Insonify: patent, spin-out, VCs, etc: robust audio streaming
- **TSB Creative Industry panels and advice**
- **TSB Creative Industry grants with SMEs**
- **Licensing deals and negotiation: several companies**

Obstacles

- Unrealistic expectations on both sides
 - especially w.r.t Intellectual Property
- Lack of common interests
 - training vs. research
 - skills vs. intellectual development
- Knowledge Transfer offices
 - lack specialization
 - 'bio'-centric

obstacles

- Different world views
 - Unis look at/over the horizon
 - Companies look at their feet
- Diversity of Creative Industries
 - from News International and Sony
 - to architectural practice and latest teen band
 - e.g Audio tech in UK exemplified by Meridian and SSL. World brands with modest turnover!

Future success?

- Doctoral Training Centre
- Built on expertise in
 - Digital Music
 - Video
 - Performance Science
 - Commercial Law
- Starting Sept 09 with 10+ students

