



# MediaKIS Ltd.: Inventing New Media Ventures

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project **ImMediaTe**

improving the value  
of digital media  
and creative industries  
through innovative  
business models  
and services



## MediaKIS: the brainchild of ImMediaTe project

**ImMediaTe** is a **3MEUR 3YEAR** collaborative project co-financed by the **EUROPE INNOVA** initiative of the **CIP** programme.

It is aimed at developing **tools and services** to assist the growth of **digital media** SMEs operating in the **creative industries** sector.

ImMediaTe workplan, started in Sept. 2009, foresees the creation of a **NewCo.** "to uptake the services and tools designed and tested in the project and offer them to intermediaries in a harmonized way".

In just six months, the Consortium has agreed on all details for the creation of **MediaKIS Ltd**, a private company limited by shares to be incorporated under the laws of Malta.



## MediaKIS: a Maltese company...

Not only because it is being incorporated in Malta, but because in few months it has mobilized an impressive list of Maltese stakeholders, who have signed support letters:

- Office of Prime Minister (Parliamentary Secretariat for Information and Public Dialogue)
- Ministry of Infrastructure, Transport and Communications
- Ministry of Finance
- Ministry of Education and Culture (Audio-Visuals Unit)
- Malta Enterprise
- MIMCOL (Malta Investment Management Company Ltd)
- CIP Malta national contact point
- MEDIA Desk
- Malta Council for Culture and Arts
- Malta Council for Science and Technology (NCP for FP7)
- Malta Film Commission
- SmartCity Malta
- DA Expo
- Zammit & Associates Advocates
- Institute of Creative Thinking, University of Malta
- Institute of Art and Design, MCAST
- St James Cavalier Centre for Creativity
- Edward de Bono World Centre for New Thinking
- Valletta Local Council



## ...with a European partnership...

All **ten** partners of ImMediaTe projects have expressed full commitment to the creation of MediaKIS.

**Four** of them, with offices and operations in **Malta, Italy, France, Germany** and **Denmark** are becoming shareholders and nominating the Management Board;

**Six** of them, representing key Digital Media clusters in **Rome, Paris, Barcelona** and **Amsterdam**, and major educational institutes in **Madrid** and **Berlin** nominate experts in the Advisory Board.

The **Advisory Board** will provide non-binding support to align the company strategy to policies of **cluster organizations** and other European stakeholders, including the **European Commission**.



## ...and global ambition

For Digital Media clusters, funds and other intermediaries,

who need mobilizing cross-border finance and opening access to international markets,

**MediaKIS** is a business tool-box

that allow the provision of a profiled, customized range of services to creative talents, entrepreneurs and investors.

Unlike other point solutions and territorial schemes,

**MediaKIS** can be easily and quickly adopted through tested and scalable voucher schemes.



## What's in the pipe?

In the course of the project, the Consortium partners and MediaKIS will organize a series of **thematic events** (one in each of the participating clusters, including Malta) aiming at both mobilizing the local SMEs and stakeholders and attracting a selected international audience.

**MediaKIS** tool-box will focus on:

- Access to knowledge;
- Access to international markets;
- Access to finance.

The ultimate goal of **MediaKIS** is to actively favour co-financing of projects and companies, mobilizing resources of different nature from different places.



## Want to know more and stay updated?

Come to meet us and Michela Michilli, ImMediaTe Project Director, this afternoon at 15:00, at the networking session on “Open innovation... in smart cities”.

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***Thanks for your attention!***