



Cross Media

– media platforms of the future

From a global perspective, digital media is one of the fastest growing industries. This development is carried forward by new products and services and new ways of combining them on different platforms. Key-words are intertextuality and interaction – or just cross media. In short, it's all about digital media and how they are connected – a billion-euro industry growing and expanding second by second.

Aalborg has managed to build an environment where the entire value chain, from grass root projects to fully-fledged companies, is well accounted for:

»From the very beginning, Aalborg has had some particularly favourable prerequisites in the area of digital media. The combination of a grass-root environment, highly-skilled graduates from the University and a unique entrepreneurial spirit has enabled the cluster of knowledge-based highly-skilled companies in digital content production to emerge,« says

project manager with the City of Aalborg, Dolan Sund Nielsen.

Creative Projects

The goal has been to make room for creative development, and one of these unique rooms is Platform4 – a creative incubator meant to encourage the union of art and technology. Aalborg is also a playground for enthusiasts from the computer games industry, and they come together in the Dreamgames network. Another network is Dream Media, for companies and professionals with a connection to the digital content industry.

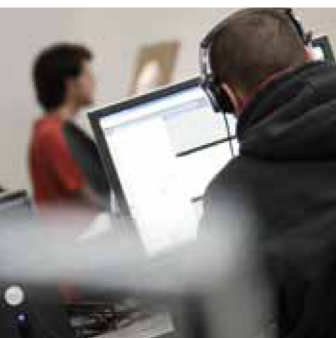
Working Together

The initiatives in Aalborg to get people from the digital media industry to work together are many. One example is the North Denmark Region working with the Central Denmark Region on a project under the name of Shareplay. The goal of Shareplay is to unite companies and professionals from a broad spectrum of media – ranging from film, mu-

sic and digital art to animation, mobile content or web services. Only the sky is the limit.

»With this project, we hope and expect to see completely new ideas take shape, and to see people from different creative, digital and diverse businesses unite their potential to come up with unexpected results,« says Christian Villum, who has been hired by the cross media project to arrange networking activities and oversee the exchanging of ideas.

»Companies from the cross media industry will be able to apply for funds through this project,« he explains. »The funds have been made available by the European Union, and companies working together across media platforms will be able to apply. A group of representatives from the industry and relevant public authorities will decide which projects will receive funds.«



www.platform4.dk
www.shareplay.dk
www.dreamgames.dk
www.dreammedia.dk

