

UK Trade & Investment Accessing International Markets

UK Trade & Investment (UKTI) is the Government organisation that helps UK-based companies succeed in the global economy.

We also help overseas companies bring their high-quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

How we can help

Whether you are venturing into selling overseas for the first time, or are an experienced exporter trying to break into new markets, UKTI offers a range of trade support services that can help doing business internationally as easy as doing business in the UK.

If you are a new or novice exporter, our representatives at your regional UKTI office can help you prepare for trading overseas through an assessment and skills-based programme.

Working in partnership with our overseas network of offices, we can also provide budding and established exporters with tailored packages of support in the form of local market research, covering cultural, political and business issues, and access to key contacts.

A good way of promoting your expertise to international buyers and meeting useful contacts is attending UKTI-supported trade shows and exhibitions in the sector. UKTI regularly brings over overseas buyers to meet UK companies at these events.

Visiting target markets is often an invaluable way of securing international business. UKTI outward missions provide an opportunity for you to showcase your strengths and capabilities to an overseas audience and promote your expertise in one-to-one meetings with local buyers.

In addition, we can provide you with market and sector information that we disseminate through various publications and directories and the UKTI website, www.ukti.gov.uk.

Creative Industries toolkit

UKTI has developed an online marketing toolkit: www.creative-industries.co.uk. It is free to access and contains creative industry sector marketing messages and supporting facts and figures, that you can use in your international marketing and PR campaigns.

Hit the world running ^{UK}

Digital Media overview

The UK has one of the world's most advanced industries in the rapidly changing phenomenon of digital media – the combination of digital technology and creativity in areas such as TV, film and radio production; video game development; interactive media; graphic design; the internet; e-commerce; and mobile telecommunications.

Thanks to the country's position as a leading global hub for innovation, R&D and entrepreneurship, the UK has a thriving digital sector. It is one of the fastest-growing successes of the past decade, enjoying increasing levels of investment and driving productivity gains throughout the wider economy.

The UK's digital media industry is an active, vibrant and nourishing sector in which to work, with a tight-knit community of companies, employing a highly educated, youthful and talented workforce, based throughout the country. A strong tradition of innovation and creativity is fostered by smaller companies working with larger ones, benefiting from links to university partnerships and knowledge transfer programmes.

The UK has been responsible for a number of globally renowned successes in the digital economy. They include the development and deployment of universal digital terrestrial television, leading the way in a national switchover programme; the pioneering of digital broadcasting in radio; local loop unbundling, for affordable higher-speed broadband; and the development of mobile, small-screen content.

The UK's digital media industry enjoys a supportive economic environment, with the Government committed to creating a world-leading framework for digital technology. Through continuing high levels of investment, the Government aims to make the UK the most attractive place in the world to start and invest in digital media and other innovative technology companies.

Supporting this is the fact that the UK has one of the strongest and most embedded digital audiences in the world. UK consumers have a huge appetite for digital content and services, with high levels of take-up of new networks and devices. This creates a market environment which unlocks new commercial possibilities and encourages innovation in new content, services and applications.

Digital Britain

- Almost 90 per cent of the UK population now has at least one digital TV in their home.
- Twenty-four per cent of UK radio listening is on digital, with over 11 million digital radio receivers sold to date.
- Sixty-five per cent of UK households have access to the internet.
- The UK is ranked as the top internet gateway in the world, with the highest international bandwidth and 36 per cent of inter-regional traffic.
- The UK is home to over 40 per cent of Europe's electronic design industry by turnover and by number of design houses.
- The UK has the highest proportion of internet advertising of any developed economy.
- The UK boasts the most extensive broadband market of the G7 countries.
- Some 35 per cent of UK adults claim to use Facebook every day, up from 16 per cent in 2008.
- By 2012, £1 in every £5 of all new commerce in the UK will be spent online.



HELPING TALENT
GO FURTHER

International Business Specialist, Creative Industries and ICT

UK International Business Specialists are helping to spearhead the Government's challenging drive to help businesses of all sizes to seize new opportunities and win new customers around the world. They do this by sharing their specialised knowledge of overseas markets and industry sectors, their experience and expertise, and by offering impartial advice.

Covering the digital media sector are the following International Business Specialists:

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Creative Industries website

UKTI's Creative Industries team has developed a website, **www.creative-industries.co.uk**, which contains marketing messages and gives you access to case studies and images for digital media and other sectors in the creative industries.

It is free to access and can be used to support your own marketing and PR campaigns internationally.

FilmLight

London-based post-production manufacturer FilmLight employs many of the world's leading talents in software and hardware design for the post-production industry.

Together, they have devised a number of Academy Award-winning technologies. They include the Northlight film scanner, engineered to meet the exceptional demands of feature-length digital film mastering; Baselight, a fast, creative non-linear grading system for commercials, television and film; Truelight, the world's only complete film colour management system for pre-visualising film images on electronic display devices; and AatonK, an ultra-high resolution film recorder.

Exports are an integral part of FilmLight's success, making up 90 per cent of its annual sales of £15 million. The company has clients in over 20 countries globally.

Peter Stothart, Commercial Director, says: "Exports are vital. Although the UK is an important market for us, its size could not sustain the level of R&D and support necessary to create and maintain high-value products like ours. There is also a very important global input to the product and we have key customers in every region who help us steer product development in the right direction.

"In our start-up year of 2002, 100 per cent of our business was export – to Los Angeles and Moscow. We started to sell into the UK and Europe in our second year, and expanded into Asia in year four. Today, our biggest markets are Europe and the USA and our highest-growth territories are Latin America and Asia."

Global ambitions

FilmLight sells its advanced technology systems to studios such as Warner Bros and Sony, as well as to post-production houses like The Mill in London, Nice Shoes in New York and leading facilities all over the world. Most of the major post-production houses in Hollywood and Bollywood are key FilmLight customers.

"We recently supplied several grading systems, for example, to Sony Pictures Technologies in Los Angeles for their new in-house post-production facility," explains Stothart. "We also supplied several systems to both Adlabs (Reliance Industries) and Prime Focus – the two largest post-production studios in Bollywood – as well as delivering a Baselight grading system to Imagica in Japan."

Far from being content to rest on its laurels, FilmLight is ambitious for more international success – and plans to work with UK Trade & Investment (UKTI) to achieve its short and long-term expansion objectives.

“Thinking ahead, we plan to increase our presence in Latin America, where we have invested in Spanish-speaking representation and support,” states Stothart. “Longer term, we have enormous growth potential in Asia.

“We plan to utilise UKTI support in some areas, particularly in finding contacts in China and the Middle East.

“When you are trying to establish a global presence with limited resources – and every technology start-up faces this problem – the assistance that UKTI can provide with trade fairs, advice on local representation and the international network of embassies and consulates is invaluable.”

www.filmlight.ltd.uk

Firebrand Games

From a small team of seven employees to a rapidly expanding international company of 60, Scottish video games developer Firebrand Games is alight with success.

Founded and managed by Mark Greenshields, Glasgow-based Firebrand, established in 2006, specialises in the production of racing games. Currently focused on developing titles for the Nintendo DS and Wii, the company also has plans to expand to the PlayStation 3 and Xbox 360 platforms.

Firebrand uses an in-house feature-rich technology called Octane, which has been designed to create highly optimised games rich in both graphical detail and driving simulation. Popular titles include Race Driver: Create and Race, its follow-up, Race Driver: GRID; TrackMania DS and Need for Speed.

Such has been the global success of these games that Firebrand, a regular recipient of trade show support from UK Trade & Investment, currently generates 100 per cent of its turnover from exports. It has also expanded into the USA, with a sister studio in Merritt Island, Florida, and another set to open in Baton Rouge, Louisiana.



“Overseas sales are extremely important for Firebrand,” states Greenshields. “The USA is the key market for us, but we also sell to Europe and Asia.

“Our success is based on many factors. Chief among these are great customer service and the high quality of our teams, which are committed to squeezing the most fun and value they can into every product.

“Focusing on a particular product line has also been important. We carefully consider every opportunity presented to us, but specialising in racing games has given us real strength – both in expertise and in positioning ourselves as a developer.”

www.firebrandgames.com





Framestore

Acclaimed UK film visual effects (VFX) specialist Framestore has been involved in some of the biggest movie successes in recent years.

The London-based company, which also has offices in New York and Reykjavik, is one of the largest visual effects and computer animation studios in Europe and works on a wide range of digital film and video projects, including many for Hollywood studios and agencies. It is a leading authority on stereoscopic 3D and uses innovative talent and technology to create high-end images for every platform.

Framestore, which has some 650 employees, was recently a major VFX contributor on Oscar award-winning *Avatar*, the world's highest-grossing movie of all time. Its extensive portfolio also includes work on films such as *Where the Wild Things Are*, *Sherlock Holmes*, *The Dark Knight*, *Australia*, *Quantum of Solace*, *Wanted*, *Prince Caspian*, *The Golden Compass*, *Harry Potter and the Order of the Phoenix*, *Children of Men* and *Superman Returns*.

"We were one of the three VFX suppliers on *Avatar*, and the only one from Europe," says CEO William Sargent. "Being chosen to work on the film by such a top director as James Cameron, who is renowned as the absolute best and the most scrupulous taskmaster in the industry, was a real affirmation for Framestore and the work that we do. The team got a great deal of personal satisfaction from it."

Talented team

"Clients choose us because they like what they see," says Sargent. "A lot of this is down to the calibre of our people. Our employees, who come from both the UK and overseas, are extremely talented, having received the best-possible training. Many of them have grown up within the company.

"It's all very well having high-tech, ultra-expensive equipment, which we do – having received Government grants over the years to develop VFX tools that have now become the international standard – but you also need the right people to operate it.

“We also pride ourselves on customising everything for each individual client. Every visual effect that we produce is unique to the particular film that we are working on.”

Thanks to this approach, Framestore has won numerous international awards, including the 2008 Academy and BAFTA double for Achievement in Special Effects, two Technical Academy Awards from the

Academy of Motion Picture Arts and Sciences, four BAFTA Craft Awards and 14 Primetime Emmy Awards. In 2010, it won its first Visual Effects Society Award for Outstanding Supporting Visual Effects in a Feature Motion Picture for Sherlock Holmes and a European Imagina Award for Film VFX on Where the Wild Things Are.

www.framestore-cfc.com



Mobile Pie

Bristol-based Mobile Pie, a designer of award-winning digital entertainment for mobile, sees international expansion as a key part of its strategy.

The company is the brainchild of Tom Dowding and Richard Wilson, who met at Bristol University in 2000. Having dabbled in game design for several years, they put their creativity on a professional footing in 2008, setting up a consultancy to design mobile games and applications for other media agencies and brands.

Mobile Pie has since worked with the likes of Hewlett-Packard, the BBC, Delib and Indie Mobile, and was one of the first UK companies to develop applications for the iPhone. Its game "Tap 'n' Slide" received glowing reviews by industry and users alike.

The company, which was once voted Channel 4's New Mobile Game Developer of the Year and received the 2008 Media Innovation Awards' Trophy, is now seeking deals with European and American mobile phone companies.

"Mobile Pie is a very flexible development studio, able to work for many different platforms," explains Dowding. "As such, we are willing to forge deals with many phone companies across the world to create applications for their application stores and extend our international audience.



“Developments in the industry have made it much easier for indie companies to distribute their titles globally. It would therefore be a wasted opportunity not to take advantage of this and create games that will be available and appeal worldwide.

“We are already enjoying success overseas. Mobile Pie was one of the first developers to be accepted onto Apple’s iPhone Development Programme and has released applications to the App Store that have been downloaded across the world. More recently, we have also become accredited developers for Nintendo DSiWare and Sony PSP.”

Mobile Pie sees overseas trade shows, including those supported by UK Trade & Investment, as an important way of exploring international opportunities.

“We have attended Mobile Phone Congress in Barcelona,” says Dowding, “as well as SXSW in Austin, Texas. This was an extremely fascinating event which helped shape our ambitions and goals, as well as providing a wealth of relevant and up-to-date knowledge from industry experts.”

www.mobilepie.com



Useful Contacts

Please see below for details of your local UKTI adviser, or enter your postcode in the Local Office Database on the UKTI website.

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Alternatively, call the UKTI Enquiry Service. The devolved administrations in Scotland, Wales and Northern Ireland have their own arrangements for local delivery services. Please see contacts below.

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www.ukti.gov.uk

Solutions for Business

Funded by
UK Government

A range of UK Government support is available from a portfolio of initiatives called Solutions for Business. The “solutions” are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

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For further information please visit www.ukti.gov.uk
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