

BNMI_10th

Thursday Aug. 18th

“Where are the Markets?”

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www.eccentricarts.com

1. Introduction
2. MB/eccentricarts back story
3. eccentricarts team
4. Arts/culture foci
5. Company specifics
 - 3 partners
 - 12 staff/varied experience
 - Arts & Culture focus – non-exclusive
 - Broad digital/design services
 - 600 projects/100 clients/5.5 years/fluctuating revenue/many investments/risk averse/pragmatic
 - Interested in social and policy issues
 - ‘good projects, good people’
 - Hopeful/aspirational
6. Where are the markets?
 - As in where is my market and will I share it with you?
 - i. Markets are organized networks, so you can be introduced
 - Formalized in a business ‘goods/service’ exchange, referred to in ROI or cost/benefit terms – and it seems forever in flux
 - ii. Existing networks identify new ‘needs’
 - iii. R & D – process/products that may define a new market opportunity
 - iv. New generation, new networks
 - v. New opportunities create new issues, the cycle continues
 - Markets are there and there and there...
 - vi. Understand and anticipate change
 - vii. Entire markets can evolve around latest/greatest original content idea
 - viii. CAUTION: some markets disappear [ie. when policy/regulations change/people outgrow the market]
 - My market?
 - ix. Culture/Arts/content/education/NFP & their use of digital tools
 - x. Linked to education, research, government and academic
 - xi. Highly dependent on government policy, regulations and funding
 - xii. Is shifting
7. Do we create markets?
 - YES. If we identify a need and that need is shared by others...
 - Market must be potentially large enough to substantiate investment
 - Markets and their needs differ radically, one to the other

- i. Original content markets are different from service, from art markets
 - 1. NEED: programming slot, business problem, emotional/theoretical/conceptual need
 - ii. Software development market is distinct from software byproducts markets
 - 1. NEED: new software tools, new means of using existing software
 - ecentricarts market:
 - iii. Service in an area that was under-serviced, under-accessed
 - iv. 2000 = high order of need/low order of enthusiasm
 - v. Common environmental factors/funding
 - vi. Changes in technology offer new opportunity for cultural institutions. Often driven by audiences [see companies who designed for CD-ROM then web then iTV then handhelds then mobile]
 - Sometimes markets are given to us, in big chunks [ie. government policy change]
 - Health Foundation = building the EHR of the future
- 8. Balancing National/International strategies
 - Does a market exist out there? And there?
 - i. For ecentricarts, yes....but the field is crowded. Much talent.
 - Should a market exist way out there?
 - ii. A small one, in Europe. But not too big, we like it here...
 - iii. In the US, but not on west coast time
 - Qs:
 - iv. Where is the growth potential? Do you want it? What would success mean?
 - v. What is the cost of trying to win/develop this market. And the benefit, again?
 - vi. What does the environment look like? How's your timing?
 - vii. How unique is your offering? Can it be replicated?
 - viii. Do you have marketing/promotional money/ideas?
 - Risk mitigation, when growing...
 - ix. Investment
 - x. Multi-partner deals
 - xi. co-production treaties, access to other capital
 - It appears to be very idiosyncratic – depends on the thing being marketed
 - ecentricarts: Canada vs. US vs. International
- 9. Co-productions
 - Hearsay:
 - i. opens markets
 - ii. reduces risk
 - iii. reduces investment
 - iv. ownership numbers
 - v. collaborative value etc.

- ecentricarts inc. = TBD
- 10. Broadcaster?
 - Early: We tried to fit it in
 - i. [Bell, Dish it Out & others at Extend Media]
 - They fit in quite well
 - i. [Pioneer Quest]
 - We experimented
 - i. [White Wings]
 - More content via your remote, anyone?
 - i. [Bell - ExpressVu]

11. samples of above shown to audience as screen grabs

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Saturday August 20th

“VI: Strategic Design - Company focus”

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General successes

- Volume, variety
- Team - curious and interested
- Longevity – viable platform
- Design/technology balance
- Partnering with community
- Strategic direction/founders
- Accolades

General failures

- More time off
- Interactive storytelling [kick at the can]
- Experimentation & R & D
- “making money while we sleep”
- Front log shortfall mystery
- Bell New Media Fund\$
- Raise rates - not

Strategic Opportunities

- move from services to content to software and back - could mix it up a bit
- more effective use of the 20 value propositions of the digital sphere - expand scale
- quality/professionalism & ROI matter [differentiation]
- understanding emerging tech/desires ie. mobile and “on demand” world
- limitless direction ie. you can do almost anything buy a car, start a war, make dinner, meet your mate....