SECTORAL INNOVATION MAPPING OF THE ICT SECTOR

THE ANIMATION INDUSTRY IN TRINIDAD AND TOBAGO

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INTRODUCTION

WHAT IS SECTORAL INNOVATION MAPPING?

▸ **Innovation**: Introduction of new/improved products, processes and ideas that change established practices in firms

  ▸ **Creativity ≠ Innovation**

▸ **SIM** tool identifies factors that affect firms' ability to:

  ▸ Generate new knowledge

  ▸ Absorb new technology

  ▸ Develop and market new products/processes

▸ Uncovers tacit challenges for sector stakeholders, and gaps in linkages between them

▸ Creates the opportunity to design interventions that directly address sectoral gaps

INNOVATION SYSTEMS

‣ Networks of firms, educational and research institutions, public agencies, civil society groups and framework conditions that influence innovation in a sector, country or region

‣ Framework Conditions
  ‣ Trust
  ‣ Coordination
  ‣ Visionary Leadership
  ‣ Culture: Confidence and Outward Focus
  ‣ Propensity to Create and Improve

WHAT IS ANIMATION?

▸ **Animation**

  ▸ Process of displaying multiple drawings/renderings in sequence to create the illusion of movement

  ▸ "Action of imparting life"

▸ **Variety of Skills + Disciplines**

  ▸ 2D + 3D Animation

  ▸ Motion Graphics

  ▸ Character Animation

  ▸ **Visual Effects (VFX)**

WHY ANIMATION?

▸ Exists at the intersection of ICT and the Creative Industries:

  ▸ ISIC: **Information and Communication Sector**

  ▸ ISIC Alternative Aggregation: **Content and Media Sector**

▸ Globally, Animation has grown from **US$122b** (2010) to **US$243b** (2016, projected)

▸ T&T's Creative Industries contributed **4.8% of GDP** and **3% of employment** in 2011 (UNCTAD)

▸ T&T's Copyright-Based Industries (including Animation) grew from **TT$1.99b** in 2000 to **TT$4.1b** in 2011 (WIPO)

UNDERSTANDING THE LOCAL ANIMATION SECTOR
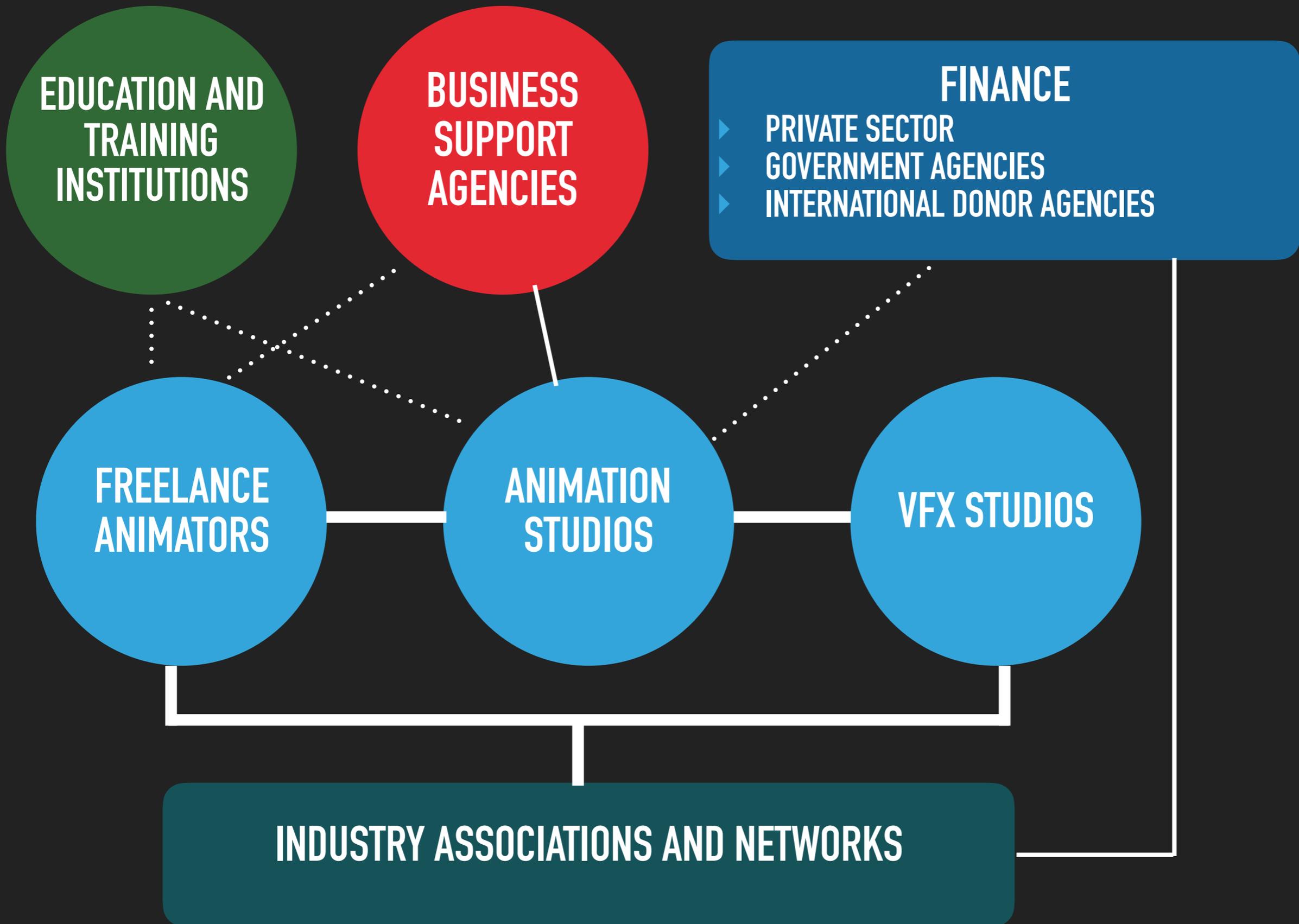
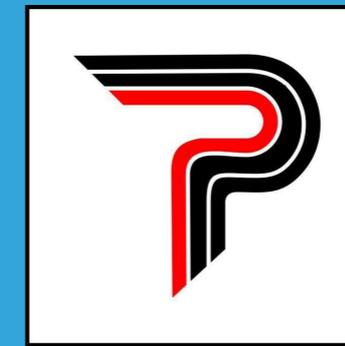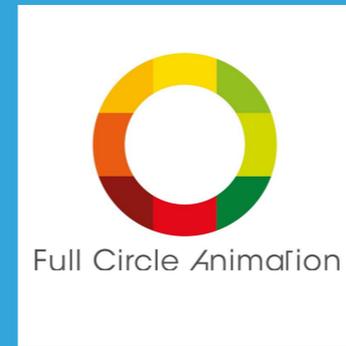**EDUCATION AND TRAINING**

BUSINESS SUPPORT

FINANCE

INDUSTRY ASSOCIATIONS AND NETWORKS

BUILDING TECHNICAL CAPABILITIES FOR ANIMATION

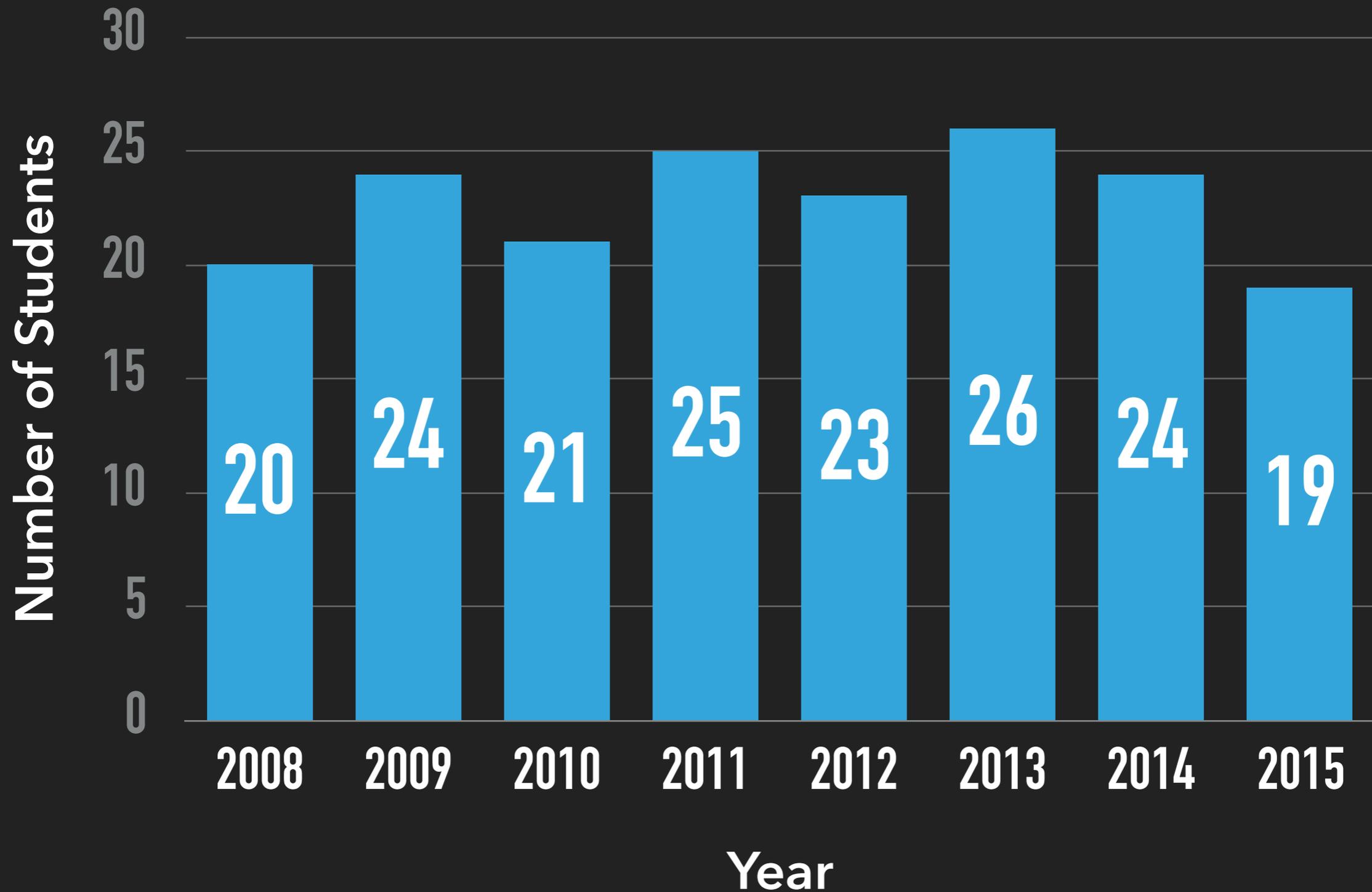▸ **Secondary Level**

  ▸ Skills Required: Art, Computer Science, Math/Physics

  ▸ New, interdisciplinary field

  ▸ CXC: CAPE Digital Media Studies

  ▸ YTEPP Animation Courses

▸ **Tertiary Level: UTT Animation Programme**
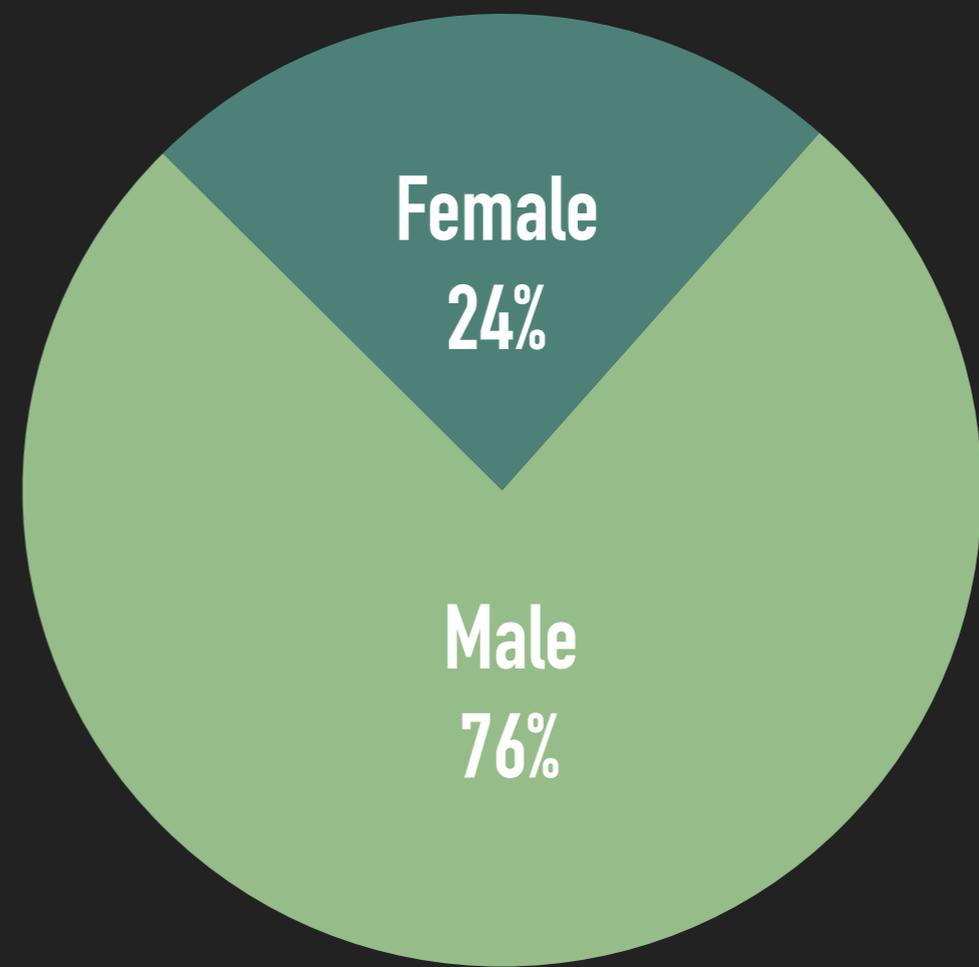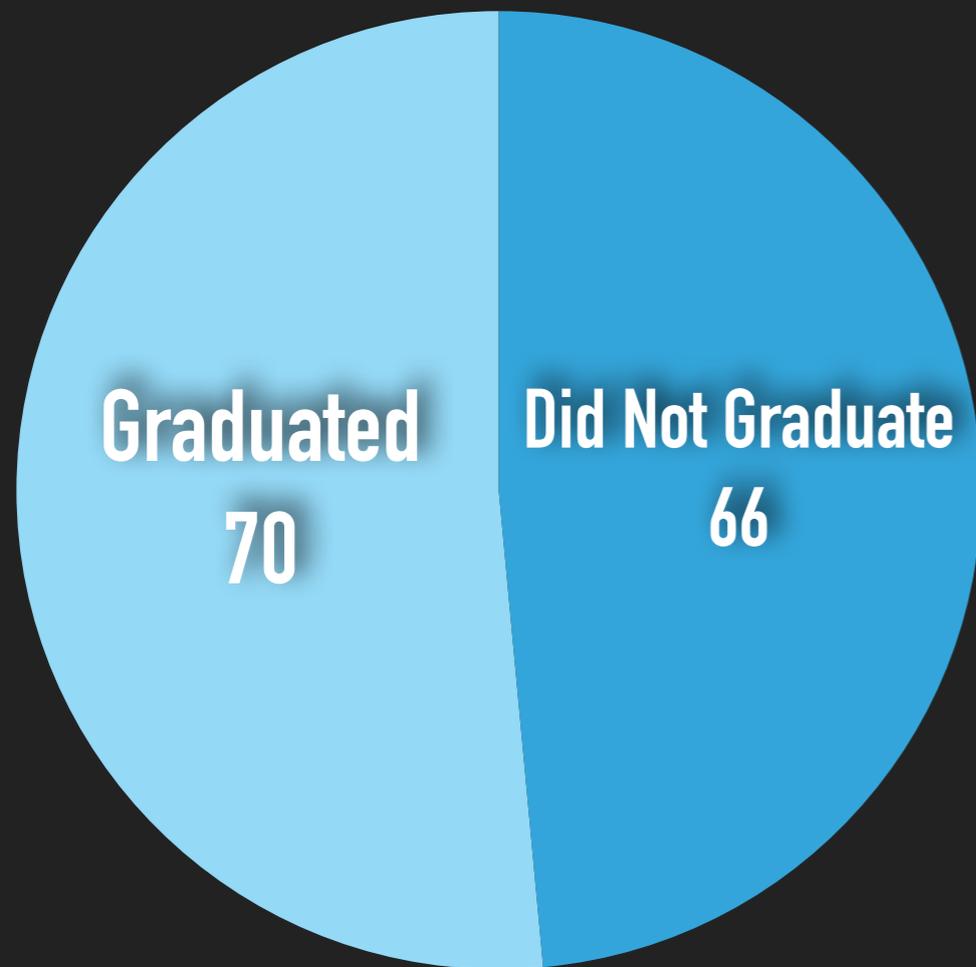
  ▸ Full-time Diploma Programme

  ▸ Cultural Conceptualisation

  ▸ Improvements in Math teaching: from 80% fail to 80% pass

UTT ANIMATION PROGRAMME INTAKE

BUILDING NON-TECHNICAL CAPABILITIES

▸ The most successful companies are usually best at combining technical/creative and business/commercial capabilities

▸ UTT Animation Programme: Entrepreneurship

  ▸ Proposal Writing

  ▸ Pitching

  ▸ Business Plan Development

▸ UTT U-Start Business Incubator

  ▸ Building strong relationships among firms, and with supporting institutions

OPPORTUNITIES IN THE ANIMATION INDUSTRY

▸ **Animated Products**

  ▸ Characters, Films, TV Shows, Software, Apps, Games

  ▸ Income Streams: Distribution, Licensing, Merchandising

  ▸ High up-front costs, potentially low marginal cost

  ▸ High risk: Attention is the scarcest resource

  ▸ Knowledge Required: Story and Character Conceptualisation, IP Development and Management

  ▸ Linkages Required: Financing, Marketing, Distribution

OPPORTUNITIES IN THE ANIMATION INDUSTRY

▸ **Animation and VFX Services Exports**

  ▸ Knowledge Process Outsourcing (KPO)

  ▸ Labour-Intensive: high marginal cost

  ▸ Many KPO destinations are low-cost, but not all

    ▸ Quality is a key determinant of success

  ▸ Knowledge Required: Business Development, Time and Cost Management, Market Intelligence

  ▸ Linkages Required: Intra-Industry Co-ordination, Export Promotion, Infrastructure and Access to Technology

CLIENTS OF THE LOCAL ANIMATION INDUSTRY

▸ Advertising Agencies

   ▸ Represent the majority of client work locally

   ▸ Ad Agencies now hire in-house motion graphic artists

▸ Architects

   ▸ Architectural Visualisation

▸ Other Creative Industries

   ▸ TV, Film, Music, Literature, News Media

▸ Government and Academia

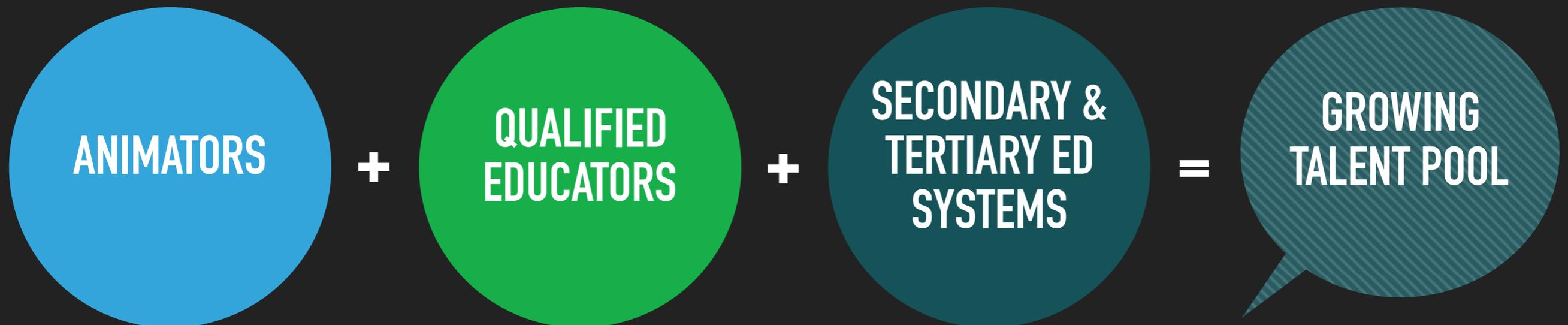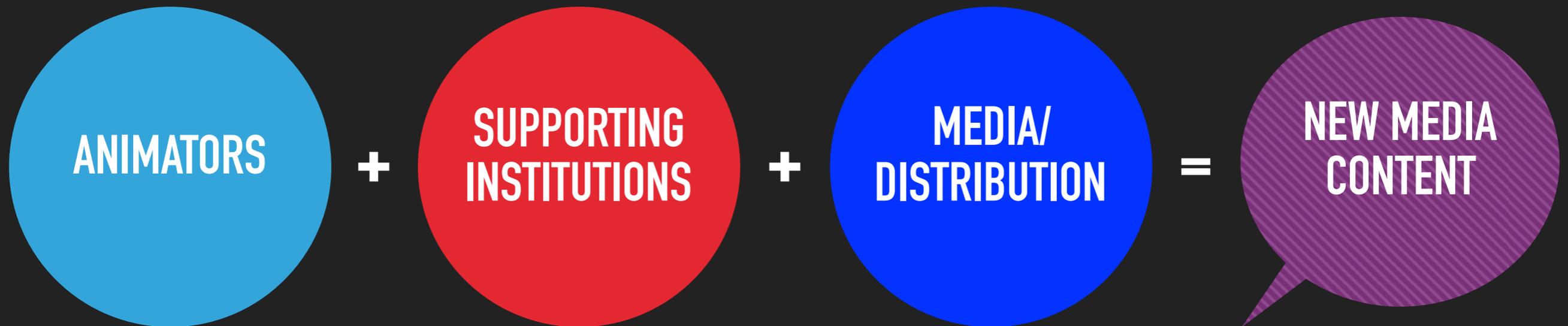   ▸ Public Service Announcements, Data Visualisation

INDUSTRY STRENGTHS

▸ Strong Trust among Animators

    ▸ Client referrals common among studios

    ▸ Subcontracting based on strong established relationships

▸ Strong Informal Networks + Communities of Practice

    ▸ Animae Caribe Workshops

    ▸ TTAN social media discussions are lively and supportive

    ▸ Studios offer training in animation, YouTube guides

▸ Growing Profile of Local + Regional Animation

CHALLENGES FACED BY ANIMATORS

▸ Infrastructure

▸ Difficulties accessing quantitative data

▸ High cost of technology

▸ Small technical talent pool

▸ Familiar SME challenges

▸ Trust -> Coordination: from Informal to Formal

▸ Slow local economy, competitive global market

 ▸ Local distribution channels for local content are narrow

▸ Institutional linkages based on individuals

BUILDING LINKAGES IN T&T ANIMATION: EXAMPLES

ANIMATORS + **SUPPORTING INSTITUTIONS** + **MEDIA/ DISTRIBUTION** = **NEW MEDIA CONTENT**

ANIMATORS + **QUALIFIED EDUCATORS** + **SECONDARY & TERTIARY ED SYSTEMS** = **GROWING TALENT POOL**

RECOMMENDATIONS

▸ Collaboration for Data Collection and Dissemination

   ▸ Economic Contribution (Revenue + Employment) of Animation

   ▸ Tracer studies of Animation (and Digital Media) graduates

▸ Secondary Education

   ▸ Building Capacity to Deliver CAPE Digital Media

▸ UTT Animation Programme

   ▸ Expansion to Degree Programme + Part-time Option

▸ Local Content

   ▸ Institutional Support for Content Creation and Distribution

THANK YOU!

Q&A