



## **Nesta and Film Council boost digital film industry**

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Small British independent film businesses are set to benefit from a major initiative designed to drive digital distribution.

The initiative will see 12 independent film companies, including Onedotzero and Warp Films, which made *This is England* (pictured), receive strategic and practical advice from consultancy MTM London, production company Illumina London and Engine's Huge Entertainment in a bid to boost the UK's fledging digital film industry.

The Digital Innovation in Film programme has been developed by the National Endowment for Science, Technology and the Arts (Nesta) and the UK Film Council as an 18 month, £500,000 scheme.

B3 Media, BreakThru Films, Film Export UK, Hollywood Classics, Lux, Metrodome Distribution, Mosaic, Onedotzero, Revolver Entertainment, Vod Almighty, Warp and Zini have been selected from a shortlist of 50 to take part in the programme.

Experience from the 12 companies will be shared throughout the industry via events held by the Regional Screen Agencies film body.

Haidee Bell, programme manager for Nesta, said the initiative was designed to attract investors and add stability to its members. "The 12 businesses are working with innovation partners to explore new avenues for digital distribution. It's one of the key areas for business growth potential," she said.

Karl Aussia, head of strategy and business development for Onedotzero, said the programme would help its emerging digital strategy. "Our innovation partner helps us to develop highly targeted content opportunities to viewers online. There's a huge audience that isn't being fed well by TV," he said.