MyWorld Challenge Call

Amplifying Imagination - AI in the
Creative Industries

Briefing Event   February 2024

Agenda

13:00   Welcome and Introduction to MyWorld

13:10   Introduction to the Challenge Call

13:20   Open Challenge & Industry Challenges

13:30   Application Process

13.35   Accelerator Experience

13:40   Q&A

13:50   Final Thoughts and Next Steps

Meet The Team

Who you will be hearing from today

Jenn Blackwood
Innovation Delivery Manager
Digital Catapult

David Johnston
Lead Technologist
Digital Catapult

Nicola Price
Partnerships Manager
Digital Catapult

CATAPULT
Digital

MyWorld

A UKRI Strength in Places £30m funded programme to support innovation led growth in the Creative Technology Industries by:

- building on the region's world class production, technology and research strengths

- delivering sustainable and inclusive growth

- supporting local collaborations with global reach

- sharing knowledge, training and facilities that support the creative industries during and beyond the programme

2x Collaborative Research and Development calls

2x Challenge calls

Amplifying Imagination

AI in the Creative Industries

"With the sheer volume of data and insights needed to drive solutions for the problems enterprises face, **business leaders will need to lean on the full capabilities of next-generation AI**."

Technology Vision 2023, "When Atoms Meet Bits - The Foundations of our New Reality" (2023)

Image Credit: Lux Aeterna's 'Our Universe' for Netflix

Achievements to Date

MyWorld Challenge Calls

Challenge Call 1

9 Companies took part and successfully developed their products

Bristol Tech Festival

Digital Catapult's MyWorld Showcase was the *"crowning achievement of the whole Bristol Tech Festival"*

- Techspark

Wider Opportunities

3 Companies attending SXSW

2 Companies attending GTC

The Challenges

David Johnston

Lead Technologist

Digital Catapult

…any technology that intends to substitute or augment human decision-making or abilities…

Image Credit: Lux Aeterna VFX

The Challenges

Funding 9 Projects Across the Following Challenges:

AWS Challenge

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This challenge is focused on how AI approaches can relieve some of the manually intensive and laborious tasks within the creative sector through **automation, analysis** and **optimisation.**

BBC Challenge

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The BBC are seeking solutions which seek to empower listeners and audio engineers to **effortlessly craft diverse listening experiences**, testing mixes across scenarios for **improved listener quality,** allowing audio engineers and producers to experiment and innovate.

Open Challenge

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Companies can apply with **areas of research and development (R&D) relevant for their roadmap.** If the Industry Partner led challenges do not address their sector or current R&D priorities, the Open Challenge can be selected.

Open Challenge

Fund projects that:		
create new prototypes	**accelerate development of products and services**	**explore viability and commercialisation**

that enable innovation, creation and productivity across the Creative Continuum

Creation

- the use of **generative systems** to provide input for new types of experience
- building **co-creation** tools for the creative continuum

Delivery

- Explore new **compression** and **encoding** enabled by machine learning
- ways to **enable** creators to **provision experiences** for multiple platforms
- to **configure dynamic delivery networks** for e.g. live experiences

Assessment

- to **assess quality metrics** of delivering existing and novel experiences using new coding techniques
- to **enable audience assessment** of new types of content experience

The tipping point for
Generative AI

MASSIVE PROLIFERATION OF DATA

AVAILABILITY OF SCALABLE COMPUTE CAPACITY

MACHINE LEARNING INNOVATION

AWS Challenge
AI in the Creative Industries

The challenge is focused on how AI can relieve some of the manually intensive and laborious tasks within the creative sector through **automation**, **analysis** and **optimisation**. The focus should not be the removal of the human, but creating tools and processes to help them become even more effective.

Solutions can be standalone, or plugins and tools that enhance existing industry solutions. And ideally explore ways in how the power of cloud compute can be utilised for resources and scale.

Boosting Creativity through Automation, Data Analysis, and Optimisation

- Batch processing – image/video analysis, upscaling, compression

- Analysing error logs – text analysis

- Data management – ingestion, conversion; metadata tagging, archiving

- Asset generation – icons, 3D models, 2D imagery

- Source control summarization, change control

Everything you need to accelerate
your generative AI journey

Easiest and most secure way to build generative AI applications

Data as your differentiator and strategic asset for generative AI

Most performant, low cost infrastructure for generative AI

Generative AI applications to enhance productivity

AWS is here to help you get the generative AI skills you need to transform your business.

aws.com/training

AWS Learning Needs Analysis:
Build a data-driven plan to accelerate learning

Learn more about AWS Skill Builder:

MyWorld Challenge Call: BBC R&D

BBC

RESEARCH &
DEVELOPMENT

The Background
A more flexible and personalised future for audio

- The BBC aims to provide an Equality of Experience for All, including audio

- Audiences listen to our content in more ways than ever before, and in a greater range of environments,

- Increased personalization options and accessibility needs mean that a 'one-mix-fits-all' approach to audio will not be enough

BBC R&D

The Challenge
Acoustic simulation using AI

- How can we use AI technologies to overcome the myriad challenges in ensuring a consistent and optimal audio experience for diverse listeners across various devices and environments?

- What AI solutions could be created for capture, recreation or output of audio mixed and produced in one setting, but played back/consumed in another?

- Can AI suggest improvements to a mix to work in different simulated environments?

BBC R&D

Suggested Approaches

- Solutions/software for simulating parts of the signal path include:
  - Virtual mix rooms (e.g. Waves Abbey Road Studio)
  - Impulse response (IR) libraries (e.g. Openair)
  - Text-to-soundscape/music (e.g. AudioLDM)
  - AI mixing services (e.g LANDR)
  - Hearing-impairment simulation (e.g. 3D Tune-In)

- Users could interact via a chatGPT-style text input, or something more like a VST interface

BBC R&D

Application Process

Nicola Price

Engagement & Partnerships Manager

Digital Catapult

Minimum Requirements

UK REGISTERED

Applicants must be a UK based registered company with a UK business bank account.

STATE AID

Applicants must be eligible to receive £315,000 in State Assistance.

TEAM EXPERIENCE

The team has to have one or more team members with expertise in the area they are applying for.

TEAM MEMBERS

Applicants must have two or more team members.

TECHNICAL SOLUTION

Applicants must develop prototypes, processes or products which deliver technical solutions addressing the theme of the challenge.

Image Credit: Uninvited Guests and Zubr, *Future Places Toolkit*, photo Simone Einfalt.

Selection Criteria

Equally weighted at 25% each

STRENGTH AND ORIGINALITY
———————————————

The idea presents an innovative solution to the challenge.

VALUE FOR MONEY
———————————————

The idea's combination of cost, quality and sustainability is well balanced. The scale of the solution is reasonable with respect to the effort proposed.

TEAM EXPERIENCE
———————————————

The team is equipped with the appropriate technology and business skills, and has a good track record to deliver the proposed solution within 16 weeks.

IMPACT AND DEVELOPMENT PLAN
———————————————

The proposal can demonstrate an ambition for positive impact in the West of England region and is likely to be suitable for further development after the programme.

Defining Impact in the West of England

Commercial or Economic Impact:

GVA to Regional Economy

Job Potential

New Companies

Social Impact

Equality and Inclusion

Wellbeing

Environmental Sustainability
and Net-Zero

Application Timeline

19 February	27 Feb, 5, 12 & 19 March	25 March	19 April	14 & 15 May	16 May	Mid Jun	26 Jun - 4 Oct	Date TBC
Open Call Launch	Surgeries	Call Closes	Shortlist Notified & Invited to Interview	Interview Dates	Successful Applicants Notified	Cohort Announcement	16 Week Accelerator	Showcase

Application Process

Step 1

VISIT THE CALL PAGE
Applicants will need read the call page and click the Apply Now button.

Step 2

APPLICATION PLATFORM
Applicants will need to apply on the application platform.

Step 3

COMPLETE APPLICATION
Applicants will need to complete the application form by 23:59 on 25 March 2024 to be considered for the programme.

Accelerator Experience

Jenn Blackwood

Innovation Delivery Manager

Digital Catapult

Programme Activities

01

June &
July

CONCEPT VALIDATION & DEVELOPMENT
_____

Validate proposed idea with industry partners and identify the necessary tech infrastructure; outline high level roadmap with priorities assessment

02

July &
August

PRODUCT DEVELOPMENT
_____

Define core functionalities that will be valuable for potential delivery to the market; develop product

03

September &
October

PRODUCT DEVELOPMENT & TESTING
_____

Test solution with industry partners; discuss potential of MVP phase and commercialisation

Programme Benefits

PROTOTYPE FUNDING
————————————

Up to £50,000 to develop a challenge focused proof-of-concept prototype.

INDUSTRY ENGAGEMENT
————————————

Regular meetings with industry partners to help businesses develop their solutions & mentoring.

WORKSHOPS & MASTERCLASSES
————————————

Digital Catapult-led workshops and with access to expertise.

DIGITAL CATAPULT SUPPORT
————————————

Regular interactions with the Digital Catapult team to assess the commercial and strategic needs.

TECHNICAL MONITORING
————————————

Immersive Technologist expertise to increase confidence in the prototype build.

MYWORLD NETWORK SUPPORT
————————————

Access to the dynamic MyWorld network of industry, academia and mentors with expertise.

FACILITIES
————————————

Use of existing MyWorld facilities, expertise and kit to aid experimentation and growth.

PEER TO PEER LEARNING
————————————

Cohort of 9 innovative businesses from the Creative sector, sharing learnings and insights.

SHARING & SHOWCASING
————————————

Opportunity to test and showcase the companies work in progress and final solutions.

DIGITAL CATAPULT ALUMNI NETWORK
————————————

Opportunity to join the Digital Catapult Alumni Network.

Previous Cohort Feedback

'This programme has been transformational for us.'

Larkhall

'The programme has been invaluable for us and we're now in a position to move towards productisation'

Motion Impossible

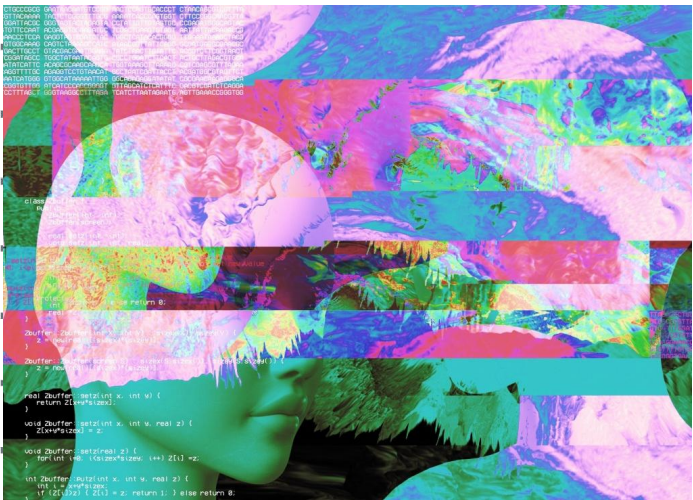Image Credit: Larkhall

Q&A

Next Steps

myworldinfo@digicatapult.org.uk

Review the Programme

On the **Digital Catapult** website under the 'Live Opportunities' section, alongside the with FAQs and T&Cs

Book a Surgery

Visit the call page to book a surgery.

Apply

Complete the application form by 23.59 on **25th March 2024**

Thank you

If you have any questions please contact
myworldinfo@digicatapult.org.uk

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