media
NEW TECHNOLOGIES FOR
trans
YOUR MEDIA COMPANY

European project MediaTrans –
Stimulating trans-national RTD co-operation between SMEs and research actors in Europe and India in the media sector by identifying future and emerging technology needs in SMEs

Case Study for Innovation Workshops in Poland

IMBiGS carried out 12 innovation workshops in the course of the project. One of these took place at a typical micro sized enterprise in the media sector in Warsaw, the capital of Poland. The company's area of activity are film and multimedia services: the pre-production, production and post-production of films as well as the professional documentation of events, TV advertisements and multimedia presentations for companies.

The company was contacted by phone and the project's staff was invited to visit the company at its place of residence.

During the first meeting the idea of an innovation workshop was presented and the company decided to schedule the innovation workshop. The project worker was provided with the basic information about the company in order to prepare the workshop.

The innovation workshop started with a short presentation of the company's owner on the history of the company and its main successes and failures. Then the workshop leader and the company's owner prepared a list of the most important products, a description of the company's main goals and discussed the company's vision so far.

According to these instructions, the workshop leader prepared a SWOT (evaluation of the Strengths, Weaknesses, Opportunities, and Threats of the enterprise) analysis. This analysis was a base to locate the company's position on the Polish TV market and to identify possible ways of future development. The identification of SWOTs is essential for the process of planning.

The second part of the workshop was the description of the short term technology needs of the company. The owner of the company has been very interested in the innovations and the newest technology trends of the film business. The results were gathered in a table being a part of the report on workshop's minutes. As a very small company's owner he was not going to invest in technologies but products according to the up-to-date trends.

At the moment:
DV cameras and on-line editing software (exchanging of equipment in every two years). The films are recorded in DVD format.

Short-term needs identified were:

- digital cameras (HDV),
- sound recording tools,
- editing software, computers, recorders;
- multimedia presentation software

Long-term needs identified were:

- High Definition Video system recording,
- Blu-ray technology for data storage and disc burning

The identification of the needs connected with the earlier audit and SWOT analysis helped the company to establish a vision for the future and to describe the main goals for realistic short-term and long-term planning.