



**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 India

Within the framework of the MediaTrans project, substantial support and assistance was provided by the Indian project partner M S Ramaiah School of Advanced Studies (MSRSAS) to a small company based in Bangalore. The firm is focusing on the independent TV and film community. The focus of the company is to help TV and film production houses to record sound and support them in offering quality services on recording resource management. The company also specialises in sound composing consultancy.

The company initially approached MSRSAS in order to receive some information and advice on how to obtain some funding that would help in developing further some of their existing services and in taking their ideas forward. One workshop was arranged in the company's premises to understand their position, requirements and needs. The main objective of the workshop was to identify their capabilities, needs and explore ways of solving technological problems. The future tasks had to explore potential and economic benefits from different sources.

The workshop started with the compilation of a list where the most important services and technologies were categorised. As most of the SMEs, the company did not seem to have a long term plan although they had long-term contracts with some large clients. A SWOT analysis was put together based on the evidence and information provided by the firm in order to facilitate the compilation of a new strategy. The analysis revealed the following:

Strengths	Weaknesses
Business Location	Limited experience in EC projects
Long term contracts	Relatively low R& D-Mainly focused on sales
Cost advantage over competitors(relatively low prices)	Small team / Resources barriers
Use of superior technology	Insufficient financial resources to fund changes and new products
Good relationship with customers	Weak brand - relatively new company
Experienced team	Space constrains

Industry knowledge	
Strong links with universities	
Opportunities	Threats
Expand the service line	Many competitors & services currently available in the market
Diversify the business interests by using new funding streams	Economic crisis / negative economic trends
Expand the geographical base of clients by collaborating with national and international partners	Rapidly changing sector/ difficult to keep in tune with the latest developments
Changes in use of technology opening up opportunities to utilize new recording technologies	Piracy of sound tracks
Increasing customer for better sound quality	

According to the company's point of view the road-mapping was an interesting exercise which gave them a chance to reconsider their position and abilities. They believe this roadmap can bring different and profitable business for them. Despite their very small size they are very ambitious and willing to explore new routes. As a micro sized company they are very much focused on regular activities and they believe that they are not in a position to decide what they can do in a long term without some substantial support and guidance. They are interested to establish an international collaboration in order to either cater their services or to undertake some research and development activities. After a detailed analysis of their needs, some possible future technological development scenarios were presented to them as well as a number of funding routes/alternatives.