



## Interesting Stuff - Omigi

Interesting Stuff, service brand name Omigi, is a pilot initiative to harness digital technologies to create a sustainable model to deliver quality media, arts and cultural content to the widest audience in venues and in the home.

The initiative commences with a pilot in Cornwall and the South West in the UK and selected European territories followed by a UK roll out. It will initially have a focus on reaching audiences in rural areas and urban areas where there is a concentration of creative and cultural activity.

The Omigi platform combines technologies for users to experience creative content and related tools and services in social spaces, cultural venues, at home and on the move. Film, animation, archive, arts and cultural content is being integrated with editorial content and contextually linked to create meaningful and enjoyable content experiences for the user. The pilot uses the power of social networks to replace traditional high-cost, advertising-led marketing and future iterations will incorporate the advanced use of personal data analytics to understand and respond to user needs and preferences.

Film, long and short form, archive and associated arts and cultural content are being presented in village halls, sports clubs, arts and cultural venues, libraries, cafés and bars. Users can download from a wider range of content to view in the home, and on the move and will be recommended associated cultural products to buy including music and books. Omigi provides a platform for local content creators and the ability to connect digitally to arts and cultural organisations and the work of artists across a range of art forms, aiming to create a new and lively distribution and sales channel for filmmakers and content creators of all sorts across Europe.

The service is testing new ways of using an existing and proven media delivery platform to deliver to venues over standard broadband networks and computer equipment, rich content including film and other moving image media.

We are learning through iterative innovation what commercial models work and what technology, marketing, and content tools are desired and valued by users. We are testing business models that are transparent and generate revenues across multiple income streams for rights holders and artists, distributors and other intermediaries and a range of physical venues and digital platforms.

The core team comprises Golant Media Ventures, TwoFour, Guardian News & Media and BAFTA. The Omigi service will be publicly available in the pilot areas from early September 2011 and the team will then widen the initial pilot scope to move towards a UK roll out in 2012.

The project is a member of the Next Generation Access innovation network led by the BT Future Content Group, working with local media, arts, culture and tourism partners and networks.

Other organisations that have expressed an interest in being involved in the project include Arts Council England and Creative England.

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