

## PRESS RELEASE

Released 4 October 2006



### New Funding for Cornish Businesses to Use Digital Marketing

**Digital Markets**, an innovative new funding scheme from Cornwall Film, is launched on the 2<sup>nd</sup> October, 2006.

Cornish businesses from any sector can apply for up to 40% of the cost of producing the digital marketing tool they desire, using accredited Cornish companies and freelancers to produce this.

Digital marketing tools that can be supported by the scheme include interactive websites and promotional DVDs, moving image streamed online, web and digital TV advertising, viral marketing, and mobile phone technology.

The maximum investment in any one business will be £10,000.

Pippa Best, Project Director at Cornwall Film says. "Our location can sometimes present barriers to reaching new markets. Advances in digital media present excellent opportunities to expand audiences and increase trade. We have a great resource of media, new media and design talent in Cornwall, and Digital Markets will make it easier for local businesses to take advantage of this local expertise to grow their business."

Bert Biscoe, Chairman of Cornwall Enterprise says "Rural Cornwall and Isles of Scilly Partnership is glad to support Digital Markets and this project is the vanguard of developing Cornwall's future economy, building on Cornish creativity and use of new technology".

Jessica Smalley, Project Manager of Digital Markets, based at Digital Peninsula Network, says, "Any business in Cornwall with a desire to develop digital media marketing is eligible to apply. We are here to make the application process as simple as possible, advising businesses and highlighting the skills available in Cornwall. With the development of broadband across the county, Cornwall is fast becoming a hub for media, design and ICT. This scheme will give local businesses a louder voice in an increasingly competitive world".

Businesses will need to submit an Expression of Interest by the 13<sup>th</sup> November, 2006 followed by an application by the 27<sup>th</sup> November, 2006. More information on the scheme is available at [www.digitalmarkets.org.uk](http://www.digitalmarkets.org.uk)

Digital Markets is supported by the European Regional Development Fund, Rural Cornwall and Isles of Scilly Partnership, the South West Regional Development Agency, South West Screen, Cornwall County Council and Penwith District Council.

For more Information please contact:

Jessica Smalley  
Project Manager: Digital Markets - Cornwall Film  
Digital Peninsula Network  
1 & 2 Old Brewery Yard  
Penzance, Cornwall TR18 2SL  
01736 333 700 [Jessica@digitalpeninsula.com](mailto:Jessica@digitalpeninsula.com)

## Notes to Editors

### Partners

Digital Markets has been developed as a partnership of Cornwall Film, Cornwall Media Focus, Digital Peninsula Network, The Design Forum, University College Falmouth, Act Now and Business Link.

### About Cornwall Film

Cornwall Film supports the development of a sustainable media industry in Cornwall. We administer the Cornwall Film AVIS-D Project, a project financed by the European Union, and a partnership of South West Screen, Cornwall County Council and Penwith District Council.

By focusing on the three core areas of sector development, product development and inward investment, Cornwall Film aims to provide a comprehensive, integrated environment for media business incubation and development in the region. For more information please go to [www.cornwallfilm.com](http://www.cornwallfilm.com) or call 01872 240 900.

Cornwall Film also administers Cornwall Media Focus, the media network for Cornwall, providing information and events for media practitioners in the region.

The Innovation Fund and Digital Markets are strands of our new project, Innovation in Digital Media, supported by the Rural Cornwall and Isles of Scilly Partnership and the South West Regional Development Agency. Our partners are Cornwall Media Focus, Digital Peninsula Network, Business Link, University College Falmouth, and Act Now.

### About Digital Peninsula Network

1&2 Old Brewery Yard, Penzance, TR18 2SL

DPN is a network for Cornwall's media, ICT and creative professionals. They provide a framework of support for their members and promote Cornwall as the UK's digital peninsula. Members are also able to use the resource centre in Penzance providing workspace with high performance workstations, broadband internet access, up-to-date software and a setting to meet and share advice and skills.

DPN provides the voice for ICT, media and creative industries in Cornwall and its involvement in the Digital Markets scheme ensures the continued development of an ICT network in Cornwall. For more information please go to [www.digitalpeninsula.com](http://www.digitalpeninsula.com) or call 01736 333 700

