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### New AFTRS lab initiative to illuminate Australian content creation industry

Over the last year, broadband usage has more than doubled with around two million Australians now having access. With higher speeds expected in the next 12 months, services such as IPTV and video-on-demand will start to proliferate.

Peter Giles, Head of Digital Media at the Australian Film Television and Radio School said this seismic shift would irrevocably change our media industries.

“AFTRS’ exciting new initiative – the Laboratory for Advanced Media Production (LAMP) – is a series of cutting edge seminars, workshops and labs that will enable Australian content creators to create entertainment for the global stage,” he said.

Gary Hayes, recently appointed the Founding Director of LAMP, brings expertise gained from eight years as a Senior Producer at BBC New Media on the team which moved the national broadcaster from linear programming to the world leader in emerging media.

Hayes said he was looking forward to working with Australian creative teams on developing media services for now and the future.

“In Australia, only 24% of new TV programs are created locally compared with 91% in the UK and 75% in Canada,” he said. “LAMP will help redress that balance as the audience shifts over to online delivery of content.”

LAMP will consist of workshops that involve teams of producers, writers, directors and designers working towards creating a proof of concept for their cross platform project.

Guided by industry professionals, the projects will include a mix of immediately deployable and emerging media. The rapid prototyping method is one technique Hayes has employed overseas to develop and launch new cross platform formats engaging huge television, web and mobile audiences.

“Rapid turn-around immersive workshops are well suited to time-poor professional producers and can help to kick start new ways of thinking essential for success in a cross platform world,” Hayes said. “LAMP will follow similar models in the UK and USA that have really stimulated the interactive industry but it is important that we do not lose sight of the uniqueness of the Australian story. LAMP can also offer further assistance with the long-term development of successful ideas.

AFTRS has welcomed the South Australian Film Corporation (SAFC) as a major LAMP partner. SAFC CEO Helen Leake said the SAFC was delighted to partner with AFTRS.

A series of LAMP orientation workshops will be held in: Perth (20 Aug), Melbourne (26 Aug), Sydney (29 Aug), Brisbane (31 Aug) and Adelaide (2 Sept).

These sessions will provide emerging media insight, successful project case studies and a guide to the LAMP application process.

For further information on how to submit visit: [lamp.aftrs.edu.au](http://lamp.aftrs.edu.au) or email [lamp@aftrs.edu.au](mailto:lamp@aftrs.edu.au)

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