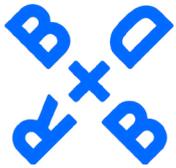


Amplified Publishing Prototype Call - September 2021



BRISTOL+BATH
CREATIVE R+D



Contents

Introduction [2](#)

Summary [3](#)

Key Details

What is Amplified Publishing [4](#)

Opportunities and Challenges [5](#)

What are we looking for? [6](#)

What do you get? [8](#)

What do we expect? [9](#)

Selection Criteria [10](#)

Application Process [11](#)

Get in Touch [14](#)

Introduction

Since May 2021 we have been working with a cohort of fellows and partners to develop our theme of Amplified Publishing. They have been exploring how emerging technologies enable new content categories, genres and forms, and impact on business models, shaping how content is created, discovered or distributed and importantly, what this means for audiences.

We now have funding to commission prototypes responding to the theme of what the future of publishing might look like for content sectors ranging from games, books, audio, magazines and zines, across a range of platforms and mixed reality environments.

We are interested in working with people who want to shape the broader publishing sector in Bristol and Bath and in funding work that addresses some of the key opportunities and challenges for the sector.

Summary

“Prototype - the first example, from which all later forms are developed”

We are looking to fund up to three projects that respond to our theme of Amplified Publishing. We are calling them ‘prototypes’ and they will use technology to deliver new experiences, services, products or processes.

- We have a funding pot of up to £200,000
- We anticipate awarding two to three grants of between £50k - £100K
- We are open to applications led by individuals, businesses or collaborating teams based in Bristol or Bath. You may work with collaborators outside the region but the main applicant must be based here
- We are looking for individuals / teams who can demonstrate the skills, knowledge and experience to deliver the proposed project
- The production phase will run from November 2021 - April 2022
- Prototype teams will aim to share a working version of the prototype at the end of April 2022
- We are looking for ideas that demonstrate potential to scale, to be developed and replicated in other cities or internationally

What is Amplified Publishing?

Innovations in technology are radically changing the existing models of content creation, discovery and distribution. VR, AR, AI, motion capture, 5G, spatialized audio and the adoption of virtual worlds are just some of the emerging trends and technologies changing how content is made, where it is published and how it is discovered.

Underlying trends emerging before Covid-19 have since been exacerbated or accelerated by the pandemic. As concepts like 'extended reality' and the 'metaverse' gain traction and momentum, parallel conversations about ethics and principles, accessibility, inclusion and sustainability struggle to keep pace with the speed of innovation.

Bristol+Bath Creative R+D are now looking to invest in prototypes that demonstrate the potential of emerging technologies and the future internet to expand and shape our understanding of future models of content creation, discovery or distribution, offering new ways to reach new audiences.

We are interested in prototypes that address the key themes of Amplified Publishing asking: who are our audiences, where are our audiences, and what do those audiences want? How will new technologies shape online and offline audience behaviours now and in the future? And how might new business models as well as responsible design and sustainable technologies underpin these changes? You can find out more about the theme [here](#).

Opportunities and Challenges

We believe that in focusing on the cluster's strength in publishing innovation we can unlock opportunities for individuals, micro-companies, startups or SMEs to innovate and develop cutting edge work which addresses the challenges and opportunities presented by emerging technologies and which strengthen the sector for our region.

Included in the [FAQs](#) are some of the key opportunities and challenges for the sector identified by our research cohort and industry partners. If you are funded you will become part of a Pathfinder that is having these kinds of conversations and we will connect you to the Fellows, Partners and wider Amplified Publishing community.

What are we looking for?

We are looking to fund prototypes which augment or develop existing or emerging technologies or IP, are scalable, and will go on to attract further investment. We are looking for innovative ideas which might address stages of the content creation, production or delivery process, the potential for optimising delivery and interactivity or which explore questions of new ways to reach and retain audiences. Please note that this funding is not for a one-off piece of content or project and we are not looking for live performance or content for broadcast tv.

While the programme has commercial R&D at its heart, dynamic consultation and co-creation, inclusive partner management, and open-source outcomes are in its DNA.

We are interested in supporting you to get to a stage where your prototype:

- Can be replicated in other cities or internationally
- Has a defined market or audience
- Has a plan for its future, with ideas about potential markets or audiences, future investment opportunities and business models (this could include alternative and cultural funding models)
- Integrates research into the development and design process
- Adds value to the wider sector
- Allows you to take creative risks, not for business as usual

In considering this brief, you might ask yourself and your team the following questions before submitting your application.

- *Why are you excited about this idea?*
- *What already exists in the world and how is your idea different?*
- *Who is it for? And why do you think that those audiences will want to engage with it?*
- *Might this idea lead to new things for you/your business longer term (a new business model, new IP or more scalable work)?*
- *Who will you collaborate with and what relationships do you need to have in place to do so?*

What do you get?

- Financial investment towards the production, project management and delivery of your prototype.
- A collaborative cohort of other businesses and researchers interested in Amplified Publishing to share with and learn from.
- Production support from the Bristol+Bath Creative R+D producers working across the theme, inclusion practice and business development plus communications support
- An opportunity to showcase your work in Bristol and/or Bath with public, partners and investors.
- Access to advice and support from key industry partners, [BBC R&D](#), [Epic Games](#), [BT](#) and [Future](#) and showcasing partner [Bristol ideas](#).
- Consequence Scanning workshop exploring the intended and unintended consequences of your idea and themes of responsible innovation with experts in social innovation practice, [Consequential](#).
- Full ownership of your Intellectual Property. If you are applying as a collaboration, you will need to agree how the IP will be split.
- Connections into partner University research programmes in narrative, responsible technologies, sustainable business, climate emergencies and audience/user research.

What do you we expect?

- A team in place with the skills, experience and resources to deliver the prototype including technology partners where needed
- A working prototype that can be shown to investors and the public in April 2022
- Active engagement with the Bristol+Bath Creative R+D partners and the Amplified Publishing cohort
- An openness to sharing your process and testing your work as it develops. We will work with an awareness that your IP needs protecting
- Endorsement of our core values and a commitment towards enacting them
- A consideration of the environmental impact of your R&D prototype

Selection Criteria

We will assess your application on the following criteria, please consider these when writing or recording your proposal:

- The **ambition** of your idea and how it applies to and develops the theme of Amplified Publishing.
- Original and exciting **use of technology** which unlocks new experiences, processes or tools.
- Your **understanding of the audience** you are making this work for; you could be interested in developing new audiences or deepening your engagement with existing ones.
- Your understanding of where **inclusive practice** exists in your proposal and a plan for how you will develop this aspect of your work; this might include how you engage people with different lived experiences to those in your team, process, content and/or audience. Your plan should acknowledge where the gaps are and reflect honestly on what capacity and resources you have available to fill those gaps.
- The **feasibility** of your idea: do you have a team (of whatever size) with the skills, experience, resources and time to deliver the prototype and progress into the future? If not, do you know who or what you need to bring in and how you will engage these partners?

Application Process

Applications are open to individuals, businesses or collaborations based in Bristol or Bath. You may work with collaborators outside the region but the main applicant must be based here.

We aim to be as inclusive as possible and work to accommodate all access requirements. We will openly discuss and tailor how we do things to support you as best we can. We recognise the creative and technology industries are biased towards those who are white, cisgender and non-disabled. We believe our work will be stronger with greater diversity and welcome applications from those who bring difference.

Application Form and Selection Process

Find the application form [here](#).

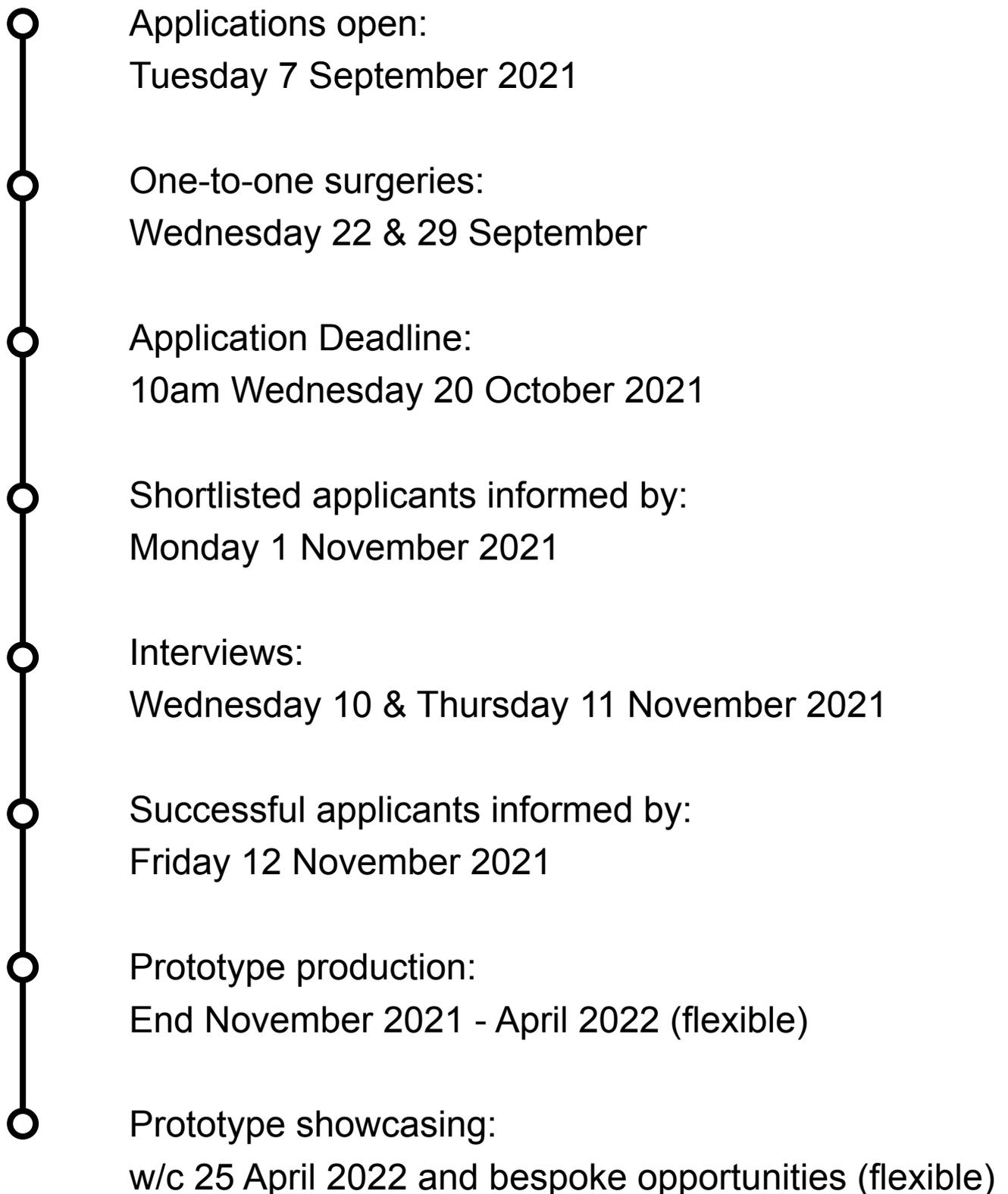
Please complete the online application form, which asks you to upload a proposal outlining your prototype idea. This can be a written document (2-3 pages max), audio file or a video (10 minutes max). The form will also ask you to upload a budget for the amount of investment you are asking us for (between £50K - £100K) and some basic information about you and any collaborators you are working with. If text, video or audio are not the best formats to present your idea, we welcome alternative forms of application.

Please get in touch to talk about your options.

Applications will be shortlisted by a panel. Shortlisted applicants will be invited to an interview. We recognise the time and energy it takes to apply and interview for funding, particularly for smaller organisations. Please contact us about seeking support for this if you are shortlisted. We will be happy to provide feedback to all applicants should they ask for it.

We have answered some [FAQs](#), and will continue to update this document. For the list of application questions, please also refer to the [FAQs](#).

Timeline



Get in Touch

We will hold 20 minute surgeries on Zoom or over the phone to help you shape your idea or answer any questions you might have, these will not form part of the selection process. Surgeries will be with two members of the team and will take place on Wednesday 22 & Wednesday 29 September.

Book a surgery [here](#).

This online booking system helps reduce our admin, but if you are unfamiliar with it and would prefer to email or phone us to book please get in touch (contact details below).

Any Questions?

Please contact one of the producing team:

info@bristolbathcreative.org