

Results of competition: Frictionless Commerce - Transaction in a digital landscape: Collaborative R&D

Total available funding for this competition was £2m from the Technology Strategy Board.

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
BAFTA (British Acad. of Film and Television Arts) (lead) University College London Film London	Visible rights	£778,853	£558,003
Project description (provided by applicants)			
<p>The Visible rights project will reverse the deeply-ingrained convention of rights clearance as a post-sale activity in the arena of media repurposing. Reversing the trend from reactive to proactive rights management opens up new collections, engages new content sources and substantially raises the volume of media available for licensing, discovery and reuse. The project will combine use of both commercial and Creative Commons licensing, and provide a coherent and unified route to market for content. In parallel, the project creates and disseminates an evidence base to assess the correlation between open access and commercial traction, which the project partners believe to be positive.</p> <p>Media types including moving images and print publications will be included, enabling a granular level of content licensing, from a few seconds of footage or a single journal article, in a common mechanism. In addition to supporting a new cross-collection licensing portal for 70 members of London Screen Archives and other inaugural users, the project will deliver a rights clearance toolset and a persistent rights-aware dataset available for query.</p>			

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Broadmargins Limited (lead) Designer Yarns Limited Thomas Ramsden Limited Debbie Bliss Products Limited	The eCommerce of making: digital data in the textile crafts market	£688,620	£413,171
Project description (provided by applicants)			
<p>Britain is a world leader in the global textile crafts market and in the adoption of eCommerce.</p> <p>Combining the talents of the UK's leading textile crafts brands, pre-eminent pattern designers and world-class eCommerce talent, this project will develop a set of standards, tools and platforms to make it easier for crafters across the globe to be inspired, start a new project and source the materials and tools that they need to complete it.</p>			

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Cheshire Bespoke Limited (lead) Tailormade London	Fashioning digital production tools	£800,348	£480,209
Project description (provided by applicants)			
<p>This project builds on the Technology Strategy Board metadata project, 'Fashioning Metadata Production Tools' (FMPT) which proved the concept that there was potential for non proprietary metadata capture based digital tools to close the gap between a leading artisan high end tailoring company's traditional manufacturing processes and a technologically innovative tailor who produces garments with an entirely digital process but is forced to use an overseas proprietary system to produce his garments. The project team have come together in an effort to develop and harness the potential of creating a frictionless commerce environment in the manufacturing side of the fashion and textiles sector and this application is the second stage of development on a path that both parties are committed to, which has several areas of innovation around the main objectives - to catalyse the use of digital technology within the sector, drive new revenue streams and innovation in manufacturing, retail, consumer experience and ultimately develop new digital tools to enhance interoperability at all levels of the value chain.</p>			

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Cuesongs (lead) Real World Operations Gabble Ltd	Frictionless music licensing for online broadcast	£577,023	£346,213
Project description (provided by applicants)			
<p>A new broadcast format has emerged from the rapid expansion of online video. Channel creators are building a new economy around making short form editorial video which they publish on video platforms like YouTube attracting significant numbers of viewers to their video channels and generating significant advertising revenues. This represents a licensing opportunity for the music industry who make substantial revenues from the use of commercial music in terrestrial and satellite broadcast markets. But due to the complex world of commercial music licensing, high-quality published music is rarely used and lower quality royalty free music is used in its place. This results in lower quality and lower impact videos being produced to the frustration of Channel Creators on the one hand, who want to produce broadcast quality content that attracts the highest advertising revenue and artists and composers for whom this currently represents a lost opportunity.</p> <p>By partnering with labels, publishers and video networks this project will create an online music service that supplies professional channel creators with sync-music licenses while compensating artists and composers.</p>			

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Parcelpoke Limited (lead) Indulge Retail University of Sussex	Mobile commerce as a service	£844,708	£556,581
Project description (provided by applicants)			
<p>The objective of this work programme is to develop a universal mobile transaction platform that uses SMS text messaging as the user interface. The technology will allow the general public to make use of well-understood and ubiquitous text messaging practices to purchase and gift goods and services, affording a low barrier to retailers and service providers to enter the digital marketplace and reach the widest mobile audience. The transaction platform will provide a seamless mCommerce experience for users. The platform will integrate retailer order processing systems with a range of novel technologies that associate customers with their physical delivery and billing details, as well as automatically analysing text messages to determine customers' intent. The proposal is to then create a developer ecosystem for third parties to create bespoke services for their customers, as well as generic services for businesses.</p>			