

Pressing into the future:

The Press Association and University of the Arts London join forces through digital media Knowledge Transfer Partnership (KTP)



The Press Association Newsroom, 2008

'KTP came to mind because our traditional clients who we have been providing text and images to for a very, very long time, we're going through a bit of a revolution,' John Angeli, Head of Content

The Press Association

As the cornerstone of UK journalism for more than 180 years, The Press Association has seen exponential change in news and journalism as the second wave of the internet has pushed storytelling into the digital sphere.

With digital sales at the Press Association rising at a remarkable rate of 14 percent per year, providing web and video content has become a necessary part of meeting customer demands.

"We are all focused on serving our existing customers, so our innovation requires us to look one or two steps ahead. KTP Allows us to look 3 or 4 steps ahead," said Chris McCormack, Head of Digital Development at the Press Association.

As the Press Association transforms from being a print and image provider to being an information broker, the KTP project is examining the role of video, web and mobile technologies in the news environment to keep them at the forefront of an ever-changing media landscape.

"The essence of 'futurecasting' is in staying abreast to everything that is going to impact on your business, your products or your projects. This project is an ideal opportunity to use KTP as a research and development tool," says Bob Cotton, one of the academic supervisors on the project.

The Press Association is using the skills of three Associates—a journalist, a media strategist and a technologist—to help PA achieve their goals. The Associates are now researching and testing journalistic practice and finding new ways to incorporate forms of play and social interaction into the future of news.

This Partnership received financial support from the Knowledge Transfer Partnerships programme (KTP). KTP aims to help businesses to improve their competitiveness and productivity through the better use of knowledge, technology and skills that reside within the UK Knowledge Base. KTP is funded by the Technology Strategy Board along with the other government funding organisations. www.arts.ac.uk/business/ktp