



Impact of digital technologies on development of creative industries

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Symbolic introduction

“DANCING IN THE SIGN OF SUN

It's hard to be alone - not to meet dancers, not to experience dozens of concerts and events, to stop and completely change the rhythm of life. However, the hardest part is to stop creating, because it is creation that strengthens and inspires me on a daily basis, it moves me forward. At a time when we are not allowed to meet and dance together, I found a way to create a dance. It can be danced by one, but the real magic it experiences only when there are more than one.. This video has become a tribute to everyone who feels similar.”

Dagmara Barbale, 2020.04.14.





Source:

<https://www.facebook.com/100003720677411/posts/1869800026487335?sfns=mo>

1. Application of information technologies in creative industries.
2. Activities of the cultural and creative sector in Latvia during the state of emergency declared by the Covid-19 pandemic.
3. Presentation of a project designed to foster the competitiveness of the creative and cultural sectors in the digital era.

1. Application of information technologies in creative industries

Information and communication technology:

- ✓ one of the major forces shaping our society,
- ✓ one of the main factors currently reshaping creative industries.

Digitalization is accelerated by Covid-19 pandemic restrictions

Digitalization effects

On industry

1. Increase of revenue and employment;
2. Reduced production and distribution costs;
3. Scalability - instantaneous access to many markets
4. New business models;
5. More options and increased choice of content and services.

On consumer

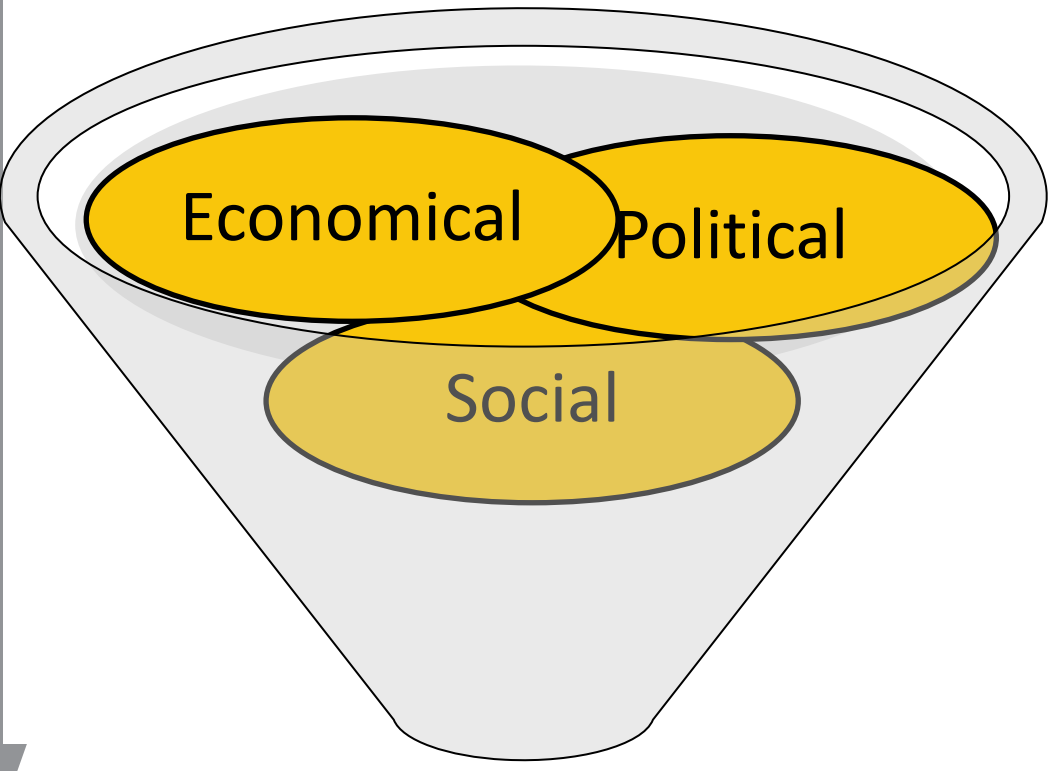
An access to more creative content than ever at lower cost



The role of digitization of creative industries during the Covid-19 pandemic

Negative impact of Covid-19 on the industry

Scale



Level



Covid-19 as a catalyst for more rapid digitalization in creative industries

- X Borders closed
- X Direct contact restricted
- X Institutions closed
- X Public events banned
- ➔ Usual provision of services, products is not possible.



Industry provided the opportunity to use their products remotely, at home.

Although the spread of the virus was unexpected and rapid, the industry adapted quickly, and the pandemic has prompted an unprecedented acceleration in the digitization of culture access online, often without much prior preparation.




LATVIJAS
KULTŪRAS
KOLEDŽA

With creativity and technology against virus

**HackCreative:
An Industry
Transformed**

May 1-3 48h hackathon



I am hacking the virus

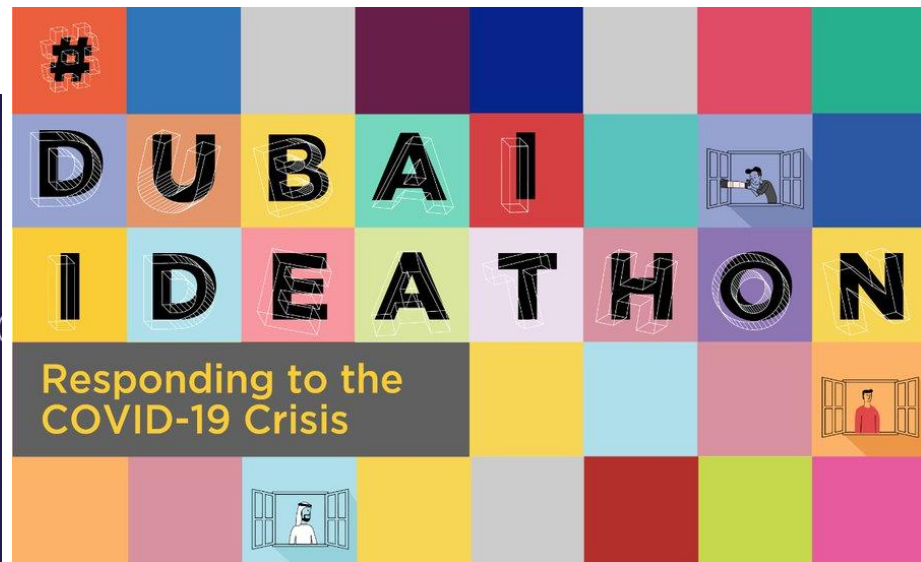
hackforce

#

DUBAI

IDEATHON

Responding to the COVID-19 Crisis





Main goals of creative sectors
digital activities:

1. Social,
2. Communicative,
3. Identity building,
4. Commercial.



Description of digital activities

Social

Limited or prohibited gathering and movement

Using industries products remotely, at home (for free)

Communicative

Restricted face-to-face communication

Moving to virtual communication

Identity building

Canceled public events

Events transferred to the digital environment

Commercial

Lost revenues from on-site events

Digital, virtual profit-making projects

Latvian College of Culture (LCC) project

Project

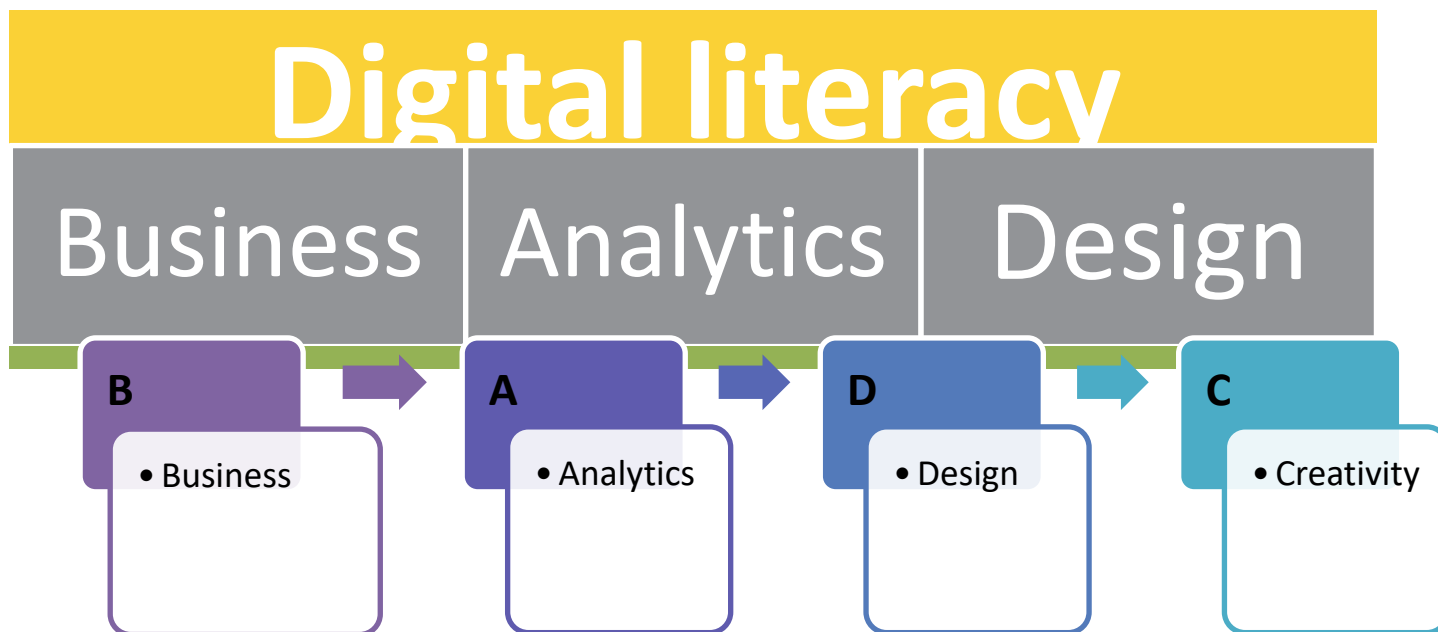
Addresses **labour skills** problems related to the development of **business information technologies** in the creative industry by developing different types of **training programmes** and raising public awareness of the importance of **digital literacy** in industry.

Context

Development of creative industries and the future of the cultural sector is largely related to the readiness of their representatives to integrate information technologies into their work.



LCC training programm



Conclusions

➔ Development of information technologies has brought changes in business models and development opportunities of companies and organizations in all sectors including creative industries and cultural sector.

➔ Although creative industries and cultural sector during Covid-19 pandemic were highly affected by restrictions and the industry was brought to almost full stop, by exploring and adopting the possibilities offered by technology:

- created solutions for consuming already digitized products;
- developed new remote consumption products and services.

➔ The task of policy makers is to promote favourable conditions for such business and governance models, as well as to promote the availability of infrastructure in regions where access to digital infrastructure is still lacking.