



Institute of Technology

Ciência sem Fronteiras / Science Without Borders

Postgraduate Project Template

Institution:	IADT
Title of Postgraduate Opportunity: (include level of study)	Comparative Evaluation of the Animation Industry in Brazil and Ireland, and Opportunities for Co-production Strategies.
PI Name & Contact Details:	Professor Peter Robertson Head of Creative Engagement IADT Dun Laoghaire Co. Dublin Email: peter.robertson@iadt.ie
Department/School:	Directorate of Creativity, Innovation & Research
Research Centre /Group:	Media Cube
Research Centre/Group website:	http://www.iadt.ie/en/InformationAbout/ResearchInnovation/Research/PostgraduateResearchOpportunities/
Brief Summary of PI research / research group /centre activity Extensive experience in research into the creative industries in the UK and Europe. Currently undertaking and supervising a comparative research study of the creative industries in the UK and Latin America, specifically focused on Brazil.	
Brief Description of Masters or PhD Project The size of the global animation industry was about US\$ 207 billion in 2012. The major animation markets include the United States, Canada, Japan, China, France, Britain, Korea and Germany. Most of the segments in the animation industry are growing at the rate of 7% YoY. The outsourced computer animation production market is increasingly being tapped by North American and European film and television program producers. The multinational studios leverage various forms of partnership, co-production and joint ventures with global partners. Several countries subsidize their national film industries, including animation and therefore, strategies such as co-production have been adopted to explore global market opportunities and production subsidies. Co-production has emerged as a popular	

strategy for studios in many countries. As coproduction has increased, animation studios in China and India have become popular co-production partners of studios in Europe, Japan, and North America. From the point of view of the major studios, co-production can provide flexibility while working with small studios and bring new and fresh creativity from other countries, such as Brazil.

The aim of the Master of Research project is to map the animation industry in Brazil and explore the possibilities for collaboration and co-production with animation companies in Ireland with reference to other co-production models used in India and China. Award winning Irish animation studios employ 1,000+ technical and creative staff. Significantly focused on exports, the sector is positioned to avail of Ireland's tax incentives and government support, and develop co-production strategies in countries like Brazil.

Key Attributes of Project for Brazilian Postgraduate Students

The project provides the opportunity for the postgraduate student to work closely with the leading animation companies in Ireland through Animation Ireland, supported by Enterprise Ireland. IADT has a close link with the animation industry through the National Film School which is based on its campus. IADT also offers the only specialised degree in Computer Animation in Ireland, and is considered to be the leading Institute in the creative media industries in Ireland. The project forms part of a wider interdisciplinary research project mapping the creative industries in Dublin and its potential impact of economic regeneration, export opportunities and international collaboration.

Name and contact details for project queries, if different from PI named above:

Professor Peter Robertson, email: peter.robertson@iadt.ie

Please indicate graduate disciplines which are eligible for application:

Animation, Interactive Media, Design, and Graphic Communication.

Alignment with Science Without Borders Priority Areas:

Please indicate the specific programme priority area under which the proposed postgraduate project fits – choose only one (tick box)

Engineering and other technological areas	
Pure and Natural Sciences (e.g. mathematics, physics, chemistry)	
Health and Biomedical Sciences	
Information and Communication Technologies (ICTs)	
Aerospace	
Pharmaceuticals	
Oil, Gas and Coal	
Renewable Energy	
Minerals	
Biotechnology	
Nanotechnology and New Materials	
Technology of prevention and remediation of natural disasters	
Biodiversity and Bioprospection	
Marine Sciences	
Creative Industry	x
New technologies in constructive engineering	