

**BUDGET
SUBMISSION
2025**

MUNSTER STUDIOS

€3.86 MILLION

**TO SEED & REBALANCE THE SECTOR BY CREATING
SUSTAINABLE EMPLOYMENT IN MUNSTER**

- **FORM: CREATIVE TECHNOLOGIES CLUSTER**
- **WIN: GLOBAL INDUSTRY CONTRACTS**
- **DELIVER: 280 JOBS IN 3 YEARS**

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"I have experienced firsthand the lack of both short & long term support available to develop the sector. It is frustrating to see how great the industry really could be, if supported adequately. It is fantastic to see the work currently being done by Munster Studios, & I would urge you to provide as much support as possible"

Deirdre Barry
CEO Avalon Films
Programme Director
National Talent Academy for
Animation

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SUMMARY

From 2021, over three years, two comprehensive LEO & EI funded reports were completed to *"turn Munster into an Animation Powerhouse"*. Following on from *'Kickstarting the Animation Sector in Munster'* (2021) & *'Munster Animation Cluster'* (2023) the emerging business group formed **Munster Studios** as a CLG focused on growing the Creative Technology (CreaTech) /Animation sector within the region.

Through the amalgamation of multiple studios & professionals, Munster Studios fundamental purpose is to create employment in the following rapidly-growing tech sectors:

- 2D & 3D Animation
- VR, XR
- VFX
- Interactive/Gaming
- EdTech



"You've got to see it to be it" An education session by a highly successful professional at one of our events

PURPOSE

Sustained & Meaningful Jobs

Each year hundreds of graduates & skilled workers leave Munster because they cannot find work in their field. It simply is not here for them. For a province with 1.28 million people, & major cities, this is a glaring omission in our national infrastructure. It is not acceptable.

Munster Studios is addressing this & seeks funding assistance for:

- 6 jobs over the next six months,

to provide the nascent cluster a virtual 'scale-up hub' which will win international contracts & coordinate the cluster to generate:

- 280 jobs over the next three years

A single IP contract for a streaming service can generate more than 200 jobs.



Get Visual Ltd.: A Munster studio skill-share in action



Our most recent event

SIGNIFICANT ACHIEVEMENTS TO DATE

2021: Feasibility Strategy Completed

- 122 pages by The Discovery Partnership Ltd. Billy O'Connor (MD) & Veronica Murphy (Consulting Partner).

2023: Strategic Plan Completed

- 88 pages by Centigo Ltd. Ray Nulty (Centigo Partner) & Gabriel D'arcy (Country Manager at Centigo & Former CEO at Bord Na Móna).

2023/4: Expanded Animation Network >500%

- Community Membership 141 & growing;
- Network Interactions are sustained & daily;
- Crucial information & support is shared regularly;
- Regional collaborations have increased significantly.

2024: Several Free-To-Attend Community Events Have Been Provided

(Pictured above) These have been very well attended & have included:

- Educational talks;
- Networking activities to strengthen the network;
- Grouping activities to strengthen collaboration within specific fields;
- Mapping the network to understand the skills & talent available;
- Mapping the network to understand the skill gaps & supports needed;
- Over fifty screenings of Munster talent.

2024: Business Group Visits to Multiple Festivals & Studios

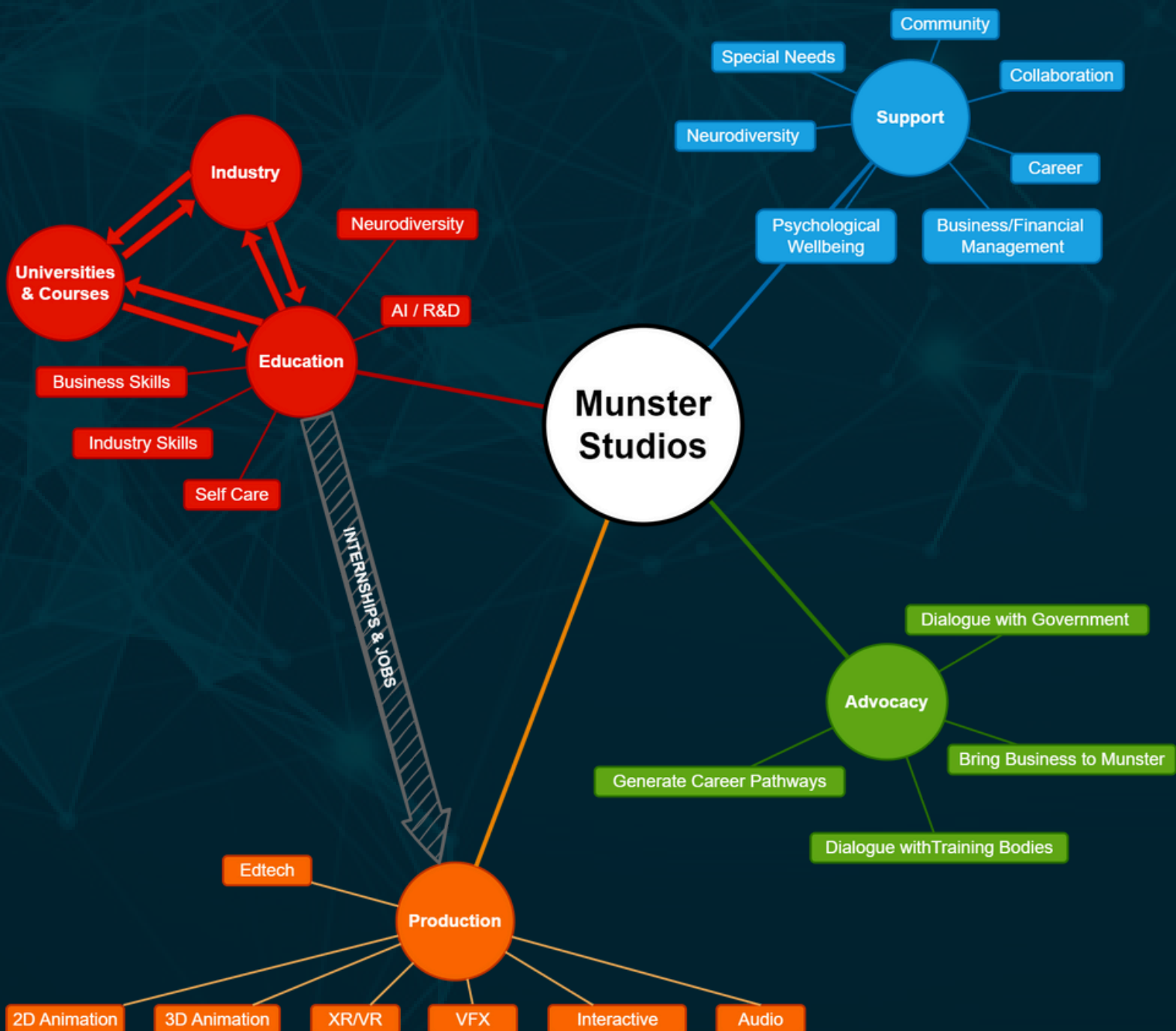
- Direct market research w/ commissioning bodies, agents, & suppliers.

THE CLUSTER

Regional clusters are pivotal in driving economic development within the EU. They account for nearly 25% of total EU employment and are instrumental in fostering innovation & competitiveness among SMEs.

By leveraging the collective strengths of firms within clusters, the EU aims to enhance industrial resilience and adaptability in a rapidly changing global market.

Our Munster CreaTech Cluster supports Ireland's goal of balanced regional development, & encapsulates the following:



CREATECH BUSINESS CASE

REVENUE GENERATION ACTIVITIES

Virtual CreaTech/Animation Studio - Products & Services

The output of a virtual Createch/Animation studio can be seen across various media, including:

- Television & streaming platforms (animated series, CGI)
- Film (animated movies, CGI & VFX)
- Advertising (TV & online commercials)
- Video games (character & environmental animations)
- Digital platforms (web animations, explainer videos)
- Education & training (e-learning content, instructional videos)
- Virtual & augmented reality applications (immersive animated experiences)

A core function of Munster Studios will be to win international contracts to supply the above. As a highly educated English speaking country within Europe, we are perfectly placed to supply the global market.

This will be achieved by:

- Regular strategic sales trips to international conferences & expos
- Development of mutually beneficial global relationships & co-productions, for example, through the leveraging of Section 481
- Leveraging our regions many pre-existing professional portfolios
- Long-term development of unique domestic Intellectual Property
- Winning international 'service' sales in the international entertainment industry (Streaming, Immersive & Interactive)
- Delivering education programmes to Munster, its education boards & its community with the intent to licence it under one brand
- Obtaining premium subscription & donation revenues through members & events to deliver networking & showcasing events



Event 4: A Talk on Munster Studios' Potential

CREATECH: GLOBAL MARKET

Key financial projections for the animation, immersive, & interactive industry between 2024, 2030, and 2033 include:

- Global animation market size was estimated at \$412.96 billion in 2023 & is predicted to reach over \$836.56 billion by 2033.
- The U.S. animation market was estimated at \$55.66 billion in 2023 & is predicted to be \$121.81 billion by 2033, a compound annual growth rate (CAGR) of 8.3% from 2024 to 2033. We are directly connected to this market.
- The global interactive and immersive animation market is projected to grow at a CAGR of 12.5% from 2024 to 2030, reaching an estimated value of \$65 billion by 2030.
- The global 3D animation market is expected to grow from \$40 billion in 2024 to \$80 billion by 2030, at a CAGR of 12%.
- The global virtual production market is projected to reach \$12 billion by 2030, growing at a CAGR of 15% from 2024.
- The global video games market size is projected to grow from an estimated \$248.52 billion in 2023 to around \$664.96 billion by 2033, a CAGR of 10.32%.

In less than ten years the entire CreaTech market is set to double.

FUNDING REQUIRED

Phase 1: **Unify, Secure, Sell** **€668,000**

This will establish for the Cluster, a foundation, a Virtual Hub, upon which the network & requisite international sales pipeline will be built & secured.

Through the implementation of a comprehensive strategy & the amalgamation of regional production, the Cluster's Virtual Hub will foster collaboration & elevate regional producers. Companies/teams will exercise cooperation on low risk yet rewarding 'service projects' for medium to large sized international organisations.

Phase 2: **Strengthen, Innovate, Scale** **€3,192,000**

Phase 2 provides for a Scale-Up Hub, where the emphasis shifts from the service work to Intellectual Property development, both independently, & in cooperation with global media companies such as Disney +, Netflix, Amazon, Meta etc.

This Phase will see the first productions of noteworthy TV Shows, Features, & interactive software, all of which to a small degree are currently done in a solitary & underachieving fashion by producers in Munster, due to their isolation, lack of support, & therefore extremely limited resources.

Nationally, this initiative will rapidly support Ireland's goal of balanced regional development & will deliver consistent employment opportunities across Munster, & surrounding areas.

Internationally, this will further Ireland as a supplier of excellence in a rapidly expanding market & draw significant investment to the country.

Locally: We can prevent the loss of hundreds of talented & skilled creatives, along with the multitude of negative consequences that follow.

FUNDING: A NATIONAL COMPARISON

While there are many comparative examples to make the point, focusing on VFX & animation the following are pertinent.

ANNUAL VFX REVENUE

The recent *'VFX IRELAND REPORT 2024 - Charting Ireland's VFX Future'* states that the VFX industry in Ireland has seen revenue growth of 326% in the last five years to over €36 million. This is focused solely in Dublin which presents opportunities for Munster to support growth & widen the post production sector cost efficiently compared to Dublin.

ANNUAL ANIMATION REVENUE

Dublin City: Hundreds of millions
Kilkenny City : 25 million +
Ireland's largest province: 0 million

MEDIA HUB FUNDING: PROVINCIAL CAPITALS COMPARED

Leinster: Dublin: Vast

Ulster: Belfast's Studio Ulster: £75.6 million
Belfast Harbour Studios: £45 million

Connacht: Galway's Crew Digital: €3.2 million
Galway's Ardan Wrap Fund €41 million

Munster: Cork: €0 million

And Yet:

- The province includes major cities such as Cork, Limerick, & Waterford, with Cork being the second-largest city in Ireland.
- Munster has a population of around 1.28 million people
- Munster is home to several prestigious universities including Technological University of the Shannon (TUS), University College Cork (UCC), Kerry/Cork MTU, University of Limerick (UL), & SETU in Waterford, producing hundreds of highly educated graduates who are forced to leave to find employment in their fields.

In Ireland's largest province, why must we have to leave to find employment? When people consider leaving the province, they naturally also consider leaving the country, & all too often that is what they do. This lack of regional balance is apparent & needs to be addressed.

THE LIVED EXPERIENCE

"Munster is in dire need of organisations such as this. I continually see the effects of the imbalance in investment & support in our region. It is such a struggle to hold on to people in Munster. I'm delighted to see what the Munster Studios group has done to date & am eager to see them supported so that we can work with them & build on their successes. We really need this"

Édaín O'Donnell
Founding Director West Cork Film Studios



"I have been trying to maintain & update my skills since completing my Masters in 2020 but there simply hasn't been a sector in Munster that can sustain us. I have to travel to attend DAS Belfast on a weekly residency. With substantial funding being poured into technological projects in other parts of Ireland, it is deeply frustrating that we are excluded & that I have to continually leave to access them. I have committed years of my life to my education & now into research, but presently I feel unsupported"

Ann Burns
Visual Artist. Researcher. Teaching in the community & disability sectors for over 26 years.

"Munster has a wealth of talent & already the work of Munster Studios has helped build networks within the region to connect people, companies & education & support growth across the creative digital sectors. This bid will enhance & extend those networks, & connect them to national & international employers whilst advancing the links between education & industry to support future talent."

Damien Markey
Lecturer at MTU, Senior Fellow HEA Formerly Senior Lecturer & Programme Leader for Future Technologies in School of Digital Arts, Manchester Metropolitan University



"I think this provides a compelling argument & pathway from short to medium-term for a starved region. It's particularly clear that local government, industry, education & the community are all involved, which I think is vital for proposals of this type."

Michael Kiely
Programme Leader
B.Sc. in Digital Animation TUS
Clonmel Tipperary

CONCLUSION

"We have created a scene where there was none & built a vibrant & engaged network. We have provided events, offered education sessions, & fostered collaboration. We have done this without external financial support. We have donated thousands of hours because we see the opportunity. We know what is missing & how it can be fixed.

We have built a community of ambitious studios, experienced professionals, & eager graduates. The foundation is solid. We now need to build on this & create substantial & meaningful employment. The market needs us & we need the market. Help us build the vehicle to take us there.

We are prepared. We are determined. We need your help to balance the regional investment so that we can build something of both local & global significance!"

Michael Ledwith, John FitzGerald, Michelle Delea, Will Knott, Daniel Spencer, Ann Burns, Barry McCarthy, Stephen O'Connell, Eoin Devlin, Édaín O'Donnell, Dee Corcoran, Mathias Levy, Patrick O Mahony, Thomas Heising, Cormac Finnan, Jonathon Hartnett, Jessica Markey

Munster Studios CLG has been made possible by:

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& over a hundred wonderful creative professionals, whom we are fighting for.

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Go raibh maith agat

Air scáth a chéile a mhaireann na daoine