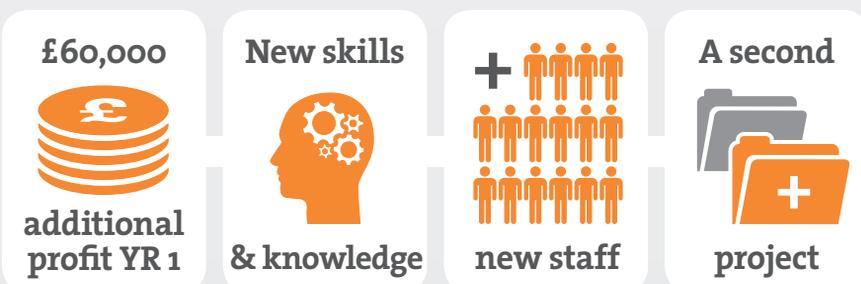


## Establishing a new film production capability at Key20 Media

The aim of **Project 1** was to develop an in-house **film production** department to provide Key20 Media with an **additional revenue stream** as well as **creative control** over video output.



### The results



### The details

Delivered via the **Knowledge Transfer Partnership** scheme, meaning Government made an **investment of two thirds** of the overall cost.

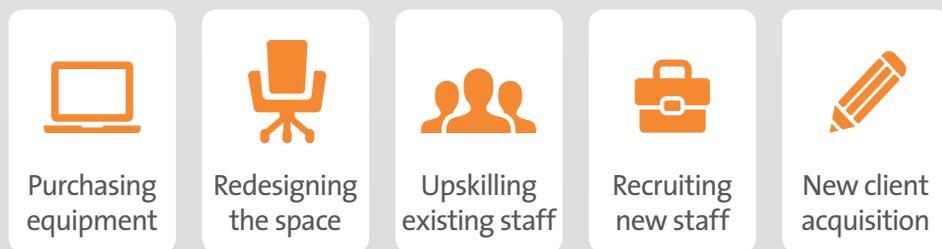


**A full time expert** delivered the project.

The expert was supported by an experienced & highly qualified **LSBU academic team**.

LSBU also provided **administrative support**.

### The work



Key20 media quickly realised that **creating films wasn't enough** in the rapidly developing market. They decided to work with LSBU on another KTP.



The aim of **Project 2** was to grow the company's **digital marketing capability**, to improve the **management of content distribution** and to **increase engagement** with video content.



### The results

### The work

