

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships

Accelerating business innovation;
a Technology Strategy Board programme

<http://www.ktponline.org.uk>

SAIN RECORDS LTD THE SOUND OF SUCCESS

ABOUT THIS CASE STUDY

In this Knowledge Transfer Partnership (KTP), Sain Records Ltd collaborated with the University of Wales, Bangor to preserve Welsh musical heritage for future generations.

ABOUT THE SPONSOR

The Technology Strategy Board is a business-led organisation established by the Government. Its mission is to accelerate research into, and development and exploitation of, technology and innovation for the benefit of UK business - building economic growth and quality of life.

FAST FACTS

- 🔄 Conversion of unusable legacy into an online digital sound resource
- 🔄 Profits increased by a third
- 🔄 Winner of the Best Application of Technology and Knowledge at 2000 KTP Awards
- 🔄 Rise in student applications and research income increased
- 🔄 Associate employed by host company

The Company



Siwan Evans, KTP Associate

“This KTP partnership has revolutionised my company’s ability to extend its markets and deliver record-breaking levels of profitability. KTP is not just about doing a project for a company but is about bringing real benefits to all partners.”

Dafydd Iwan, Director of Sain Records Ltd

Sain was founded in Cardiff in 1969 and is Wales’ leading record company. Sain has the largest catalogue of Welsh music in the world, reflecting the whole spectrum of Welsh music, from traditional to hip-hop and Rap but specialising in Welsh-language songs and the work of artists and composers based in Wales. Sain is the Welsh word for “sound” and is pronounced like the English word sign.

ABOUT THIS CASE STUDY

Sain Records had acquired an archive of 5,000 musical items, extending as far back as the 1950s and 1960s from early Welsh recording companies, stored on analogue tapes which were deteriorating. The KTP was designed to transfer and catalogue these recordings thus saving them for future generations, and making it possible to re-release some of the material on CD.

The sound recordings, originally recorded on a magnetic tape, were transferred onto Magneto Optical Disks with a shelf life of 100 years.

A database of all the company's audio and video holdings was created, with full cataloguing of all copyright and technical data. This was integrated across the company's operations, revolutionising efficiency in the administration and maintenance departments and the production studio. An online catalogue, searchable by artist, track and disk number was also created.

BENEFITS

Through the KTP, Sain was able to convert the unusable legacy into a digital sound resource that is fully accessible via a database catalogue and available for CD release and

broadcast. This has made Sain the market leader in Welsh historical music.

The on-line catalogue of sound recordings and a series of CD-ROMs have helped it to increase profits by a third, with a production potential of 400 new CDs (or £2.6 million) over a period of 10-15 years.

The techniques trialled and proven at the company have become best practice standards within the recording industry in Wales and Sain is now looked to for its expertise by institutions such as the BBC and the National Library of Wales, Aberystwyth.

Sain is piloting an e-commerce facility, based on the technology introduced through the KTP.

The programme also opened the way for many other projects with companies in the region.

RESULTS

- Market leader in Welsh historical music production and savour of 4,800 recordings
- Profit increase of 30% during the Programme
- CD-ROM and DVD technology introduced and new products launched
- Three new graduate jobs created and all staff trained in the new technologies
- Winner of Best Application of Technology and Knowledge KTP Award and The Guild for the Promotion of Welsh Music John Edwards Memorial Award for its outstanding contribution to Welsh Music

The Associate

“The KTP gave me the opportunity to gain many skills useful for a career in the recording industry, and to make contacts within other companies and institutions in Wales which have been of great benefit to me.”

Siwan Evans, KTP Associate

KTP Associate Siwan Evans had a First Class Honours Degree in Music and an MMus in Music Technology. She introduced techniques in sound remediation and noise reduction, which improved the quality of 95 percent of the archives, making the soundtracks commercially useable for the first time.

BENEFITS

Siwan is a recognised specialist in the industry in Wales and has worked with many recording and broadcasting companies in Wales, such as BBC Wales, the Sound and Recorded Media Department of the National Library of Wales, and many independent television companies.

RESULTS

- Siwan was offered a full-time permanent position at Sain Records and is now the Resources Manager
- Increased knowledge of different archive sources of Welsh historical music gained during the KTP has proved invaluable in the success of many CD releases since the end of the scheme

The Academic Partner

BENEFITS

School of Music's links with industry have been revolutionised, as previously the School had few working links with relevant companies. There are now two more KTPs planned with other recording companies and KTP is promoted as a career pathway for postgraduates.

RESULTS

- School's annual industrial research income increased from £1,000 to £40,000
- Two further KTPs established with recording companies
- 20% rise in student applications for Welsh medium music degree courses
- Teaching material updated for undergraduate and postgraduate courses
- School is now major contributor to the University's industrial portfolio

