

# BROADCAST



## Pact tool gives indies the edge

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Chief executive John McVay says the Pact Growth Accelerator will give members all the resources they need to stay ahead of rivals in a competitive global market

The Pact Growth Accelerator is a new online tool tailor-made by Pact to support independent production companies, from start-up through to global success.

It's a one-stop-shop offering every resource an indie might need, from business advice and HR support to information on global commissioners and new ways to monetise IP. The platform is split into three sections covering business, production and exporting, making it easy for members to dip in and out depending on their particular needs.

Just as advances in technology are revolutionising the way audiences view and engage with films and TV programmes, they are also offering gamechanging solutions to the way our sector works.

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*John McVay, Pact*

The Growth Accelerator builds on previous Pact innovations to offer a new way for us to support our members, providing them with vital business resources and information in a clear and convenient way – wherever they may be working.

What’s especially exciting is that it’s an evolving tool: an online platform that will grow and is responsive to the wants and needs of those using it. We believe we are the first media trade association in the world to offer its members a resource like this.

## VIEW FROM THE INDUSTRY



“Joining forces with Pact’s Growth Accelerator is a fantastic way for us to support indies nationwide. We believe this is an important and timely tool that will hopefully have a positive impact not just for production companies but also, in turn, for the broadcasters they serve.”

**Nick Curwin - chairman of indie advisory service and Growth Accelerator partner Matisse**

“This is an exciting and helpful new resource for Pact members and I can’t wait to start using it. As working in the creative industries becomes increasingly complex and our working lives become ever busier, having a single platform which

holds all kinds of resources and information that an indie business might need is invaluable.”

**Gwenda Carnie - Pact council member and group commercial director at Cardiff-based Pact member Flame Media Group**

It's also very much a collaborative platform, where a multitude of our industry partners are pooling their vast knowledge and making it accessible to Pact members. We've thought through everything to address what indies need and packaged it in a way that fits their working reality. There are podcasts and bite-sized chunks of information, as well as deep dives into topical issues and webinars with decision-makers.

We all know the market is ever more competitive, and indies need to have savvy business strategies as well as outstanding creative ideas in order to survive. We believe the Pact Growth Accelerator will give our members the edge over their global competitors and help ensure that the UK indie sector continues to be the envy of the world.

The Pact Growth Accelerator is now live. It is exclusively available to Pact members and free to register at [www.pactgrowth.tv](http://www.pactgrowth.tv). Indies that would like to find out more about joining Pact should visit [www.pact.co.uk](http://www.pact.co.uk) or e-mail [adam@pact.co.uk](mailto:adam@pact.co.uk).