

DIGITAL ISLE OF MAN

PROGRAMME 2025

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DRAFT

MINISTER'S FOREWORD

As global technological innovations continue to reshape all industries, the Isle of Man's digital sector plays an increasingly important role in responding to and driving opportunities for the Island. Beyond its economic importance, the sector provides essential skills, expertise, and infrastructure that support not only digital businesses but also the wider economy. Getting this right is key to ensuring the positive impact of digital technology is felt not only by businesses in terms of productivity, but also by residents across aspects of daily life.

The 2025 Digital Isle of Man Programme provides a plan for the year ahead as the Agency continues to work towards this mission, and includes strategies, approaches, and initiatives which support the Island's digital economy.

The 2025 Programme includes several ongoing and notable projects which I am pleased to see continue into the next year. One such initiative is the 'Activate AI' programme, launched in August 2024, which aims to harness the benefits of artificial intelligence while ensuring its responsible use. This initiative has already trained 950 individuals across the Island and begun to offer resources and assistance to companies exploring AI. In 2025, the Digital Agency will further build on this work to maximise the economic potential of AI in terms of productivity and efficiency.

Another significant project which I am pleased to see return for 2025 is the cross-Agency Innovation Challenge. This initiative, which built upon the successful Fintech Innovation Challenge, expanded its focus in 2024 to encompass a wider array of challenges and sectors. Each year the Challenge engages businesses from numerous countries around the globe and encourages them to explore innovative solutions to local issues. I am looking forward to seeing the breadth of applications and innovations presented this year, culminating in the Finale event which offers a platform for the Island to play on the global stage for innovation.

I must acknowledge that the previous year has not been without its difficulties. The global economic climate has presented significant challenges, compounded by concerning allegations of exploitation. Serious and organised transnational crime is a global threat, and the Isle of Man is



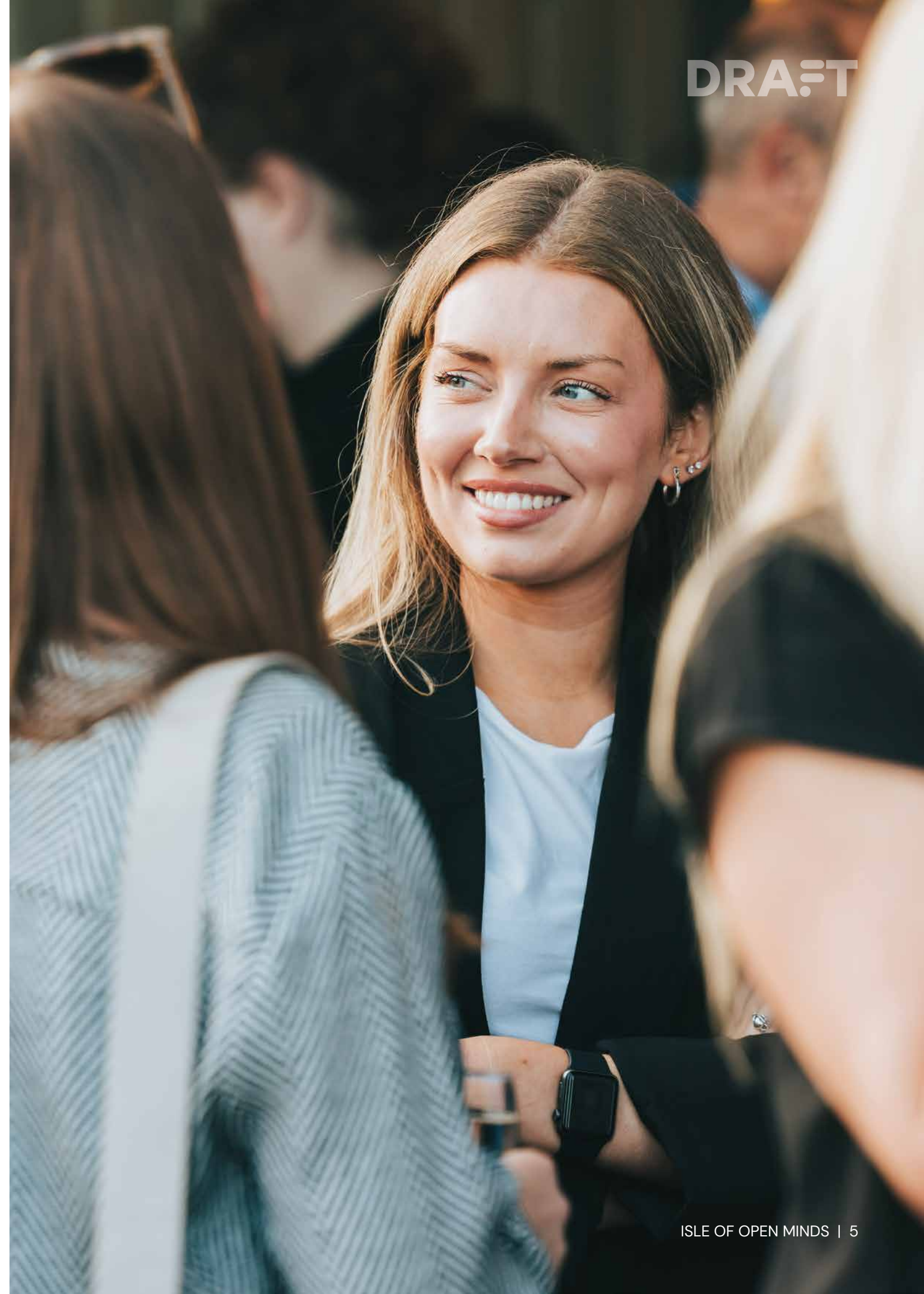
HON. TIM JOHNSTON MHK
MINISTER FOR ENTERPRISE

committed to playing its part in disrupting this activity and preventing the Island, its people and economy from being exploited.

In spite of these challenges, the resilience and stability of our digital sector and broader economy have been evident, and this is built on a strong reputation as an internationally responsible, trusted and respected jurisdiction which adheres to best practice and standards. Through continued improvement and adaptation, alongside a strong focus on innovation, entrepreneurship, and sustainable practices, the Island continues to demonstrate that we have built a robust digital economy capable of withstanding future challenges.

Our approach remains firmly rooted in collaboration with industry. Digital Isle of Man's regular eClub networking events and the Communities of Practice are important and established networks to enable regular collaboration, and importantly, listening. Additionally, our volunteer Digital Board Members continue to play a pivotal role, providing a platform to ensure that decisions concerning policy, strategy, and the development of initiatives are informed by diverse viewpoints and underpinned by industry expertise. I wish to express my thanks to them, and the wider digital sector, whose invaluable time, insights, and expertise continue to be an important contribution to the Digital Agency.

As we look ahead to 2025, Digital Isle of Man is set to continue championing initiatives aimed at sustainable economic growth and the supporting our existing businesses. By maintaining our solid economic foundation, I believe we continue to support the development of a more secure, vibrant, and sustainable future for the Isle of Man's economy.



CEO'S EXECUTIVE SUMMARY

As we enter 2025, I am pleased to present Digital Isle of Man's Programme for the year. The past year has been marked by significant developments that have enhanced the digital landscape of the Isle of Man. Our initiatives, such as the Innovation Challenge, the launch of 'Activate AI' and the start of the Communities of Practice events, have engaged various stakeholders and promoted collaboration within our sector.

While 2024 saw numerous successes, it was also a year of contrasts. 2024 has proven to be both one of the most challenging and one of the most exciting since our agency's inception in 2018. For the first time, we have encountered substantial disruptions within some of our tech businesses, reflecting global patterns. We have had to extend considerable support to businesses grappling with significant challenges.

Alongside these challenges, we concentrated on building strong relationships with the tech sector through a variety of engagement platforms. We successfully hosted 5 eClubs this year, bringing the sector together, and I extend my thanks to the eClub sponsors for their support of these events. Additionally, we held over thirty Communities of Practice events, facilitating essential discussions across different sectors and topics. Our Activate AI roadshows and training sessions provided opportunities to engage with the public, raising awareness about the importance of AI and its application in everyday life, from which we've received excellent feedback so far.

This year has seen us host two major events: Digital Isle and the Innovation Challenge, both of which showcased our commitment to innovation and collaboration. Furthermore, we delivered over 60 AI training courses, engaging more than 1,200 participants and highlighting our focus on equipping our workforce with the skills needed for a digital future. Looking ahead to 2025, our strategy will continue to nurture growth while ensuring that we support established sectors. We recognise that the digital landscape is dynamic, and we must remain responsive to changes and trends.



LYLE WRAXALL
CHIEF EXECUTIVE OFFICER, DIGITAL ISLE OF MAN

Our upcoming initiatives will be conservatively designed to align with our existing budget. One of our key priorities will be developing a compelling business case for our AI strategy from now until 2030. This strategy aims to position the Isle of Man as a leader in artificial intelligence, paving the way for future advancements.

We are also committed to maintaining stability in the digital economy by safeguarding the existing 2,200 jobs and the £20 million in exchequer benefits generated by this sector. Our focus on innovation, collaboration and sustainable practices will enable us to navigate the challenges ahead and seize the opportunities presented by technological advancements.

I would like to take this opportunity to thank the team at Digital Isle of Man for their dedication and hard work throughout the past year. Their efforts have been crucial in driving our initiatives forward and ensuring we remain responsive to the needs of the digital sector. I would also like to express my appreciation to our board members, partners and stakeholders for their continued support and collaboration.

As we move into 2025, Digital Isle of Man remains committed to providing stability and growth within our digital economy. With our strategic focus, we are well-positioned to address both the challenges and opportunities that lie ahead.

OUR PURPOSE

At Digital Isle of Man, our mission is to position the Isle of Man as a dynamic, digitally driven economy that fosters innovation, opportunity and growth across multiple sectors. As a recognised hub for forward-thinking businesses, we are uniquely placed to leverage our highly regarded legislative and regulatory framework to create a robust environment where digital transformation can thrive.

Grounded in principles of ethics, sustainability and a balanced approach to growth, we are committed to further establishing these core values throughout 2025. Ethics, for us, means promoting responsible innovation, ensuring data integrity and fostering trust within the digital ecosystem. This commitment aligns with our unique position as the only single jurisdiction UNESCO Biosphere, underscoring our dedication to sustainable practices that respect both our environment and community. Our aim is to support the digital businesses of today while paving the way for the innovators of tomorrow, nurturing a robust ecosystem that reflects our Island’s distinctive values.

2100 PRIVATE SECTOR JOBS
ACROSS 216 BUSINESSES
IN 8 SECTORS
SUPPORTED BY
14 TEAM MEMBERS
HELPING TO GENERATE
~£38M EXCHEQUOR
BENEFIT CONTRIBUTION ANNUALLY

DIGITAL ISLE OF MAN

OUR FOCUS IS TO:

Sustain: We work closely with local businesses to ensure that the Isle of Man remains an enabler of innovation, not a barrier. By fostering an environment where businesses can flourish, we actively support the digital sector’s ongoing development.

Develop: Through the creation of cutting-edge initiatives and the development of industry-specific strategies in areas such as eGaming, FinTech, AI, Data and more, we are committed to nurturing the growth of on-Island businesses. Collaboration with our industry partners is key to this effort, ensuring that every initiative reflects the needs and aspirations of our growing digital community.

Grow: With our global reach, we are committed not only to promoting the Isle of Man as an attractive destination for international businesses but also to supporting the growth and expansion of our existing enterprises. By providing resources, tailored support and development opportunities, we work to nurture our key sectors, such as eGaming, FinTech, and our broader technology sector, ensuring they continue to thrive. This approach strengthens our local economy, drives sustained growth, and reinforces the Island’s reputation as a leader in the global digital economy.

A dedicated team of 14 professionals who work tirelessly to support over 137 businesses and 2,000+ private sector jobs, helping to generate £138 million annually for the local economy, backs Digital Isle of Man. We continue to be excited and optimistic about meeting the challenge to drive forward the digital position of the Island to progressively make it an outstanding place for all of those who live, learn and work here both economically and socially.



OUR HEADLINE TARGETS & OBJECTIVES

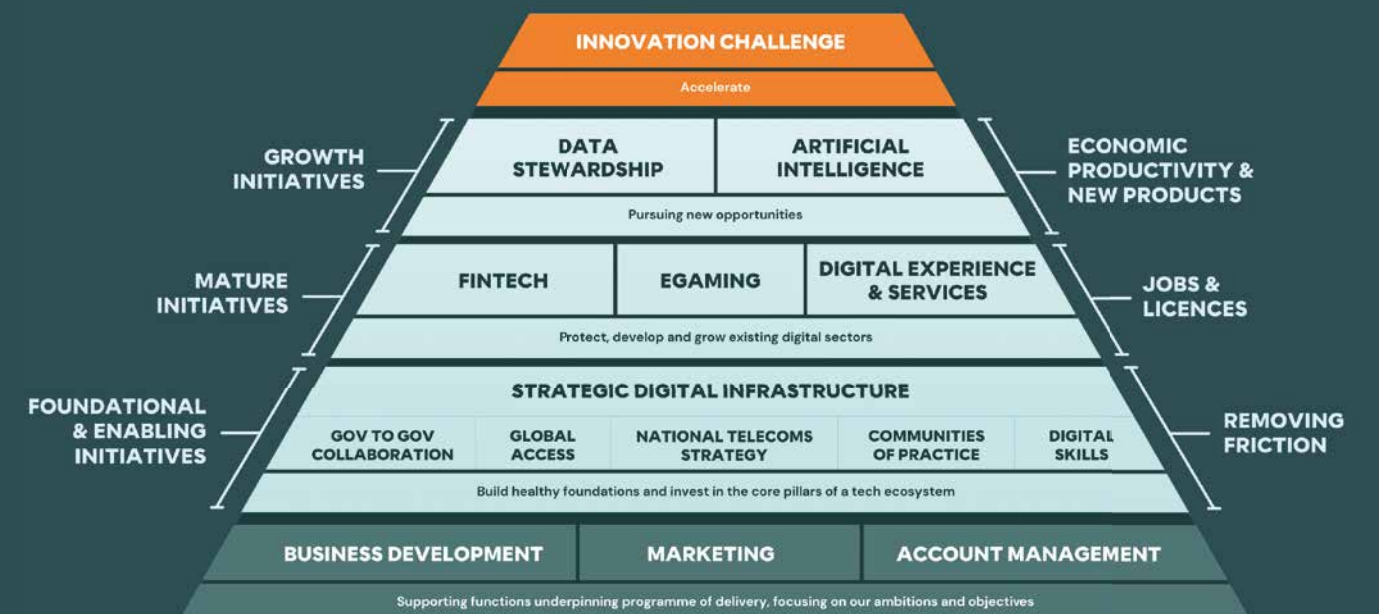
HEADLINE OBJECTIVE:

- Continue to maintain, nurture and grow the key sectors of the Island’s digital economy.

HEADLINE KEY RESULTS:

- 200 new digital jobs to be created and filled by the end of 2025
- By the end of 2025, over 2,500 residents will have been educated and made aware of AI through the Activate AI initiative
- Deliver a 2025 Innovation Challenge with an increase in awareness, with international and trade coverage, and 10% increase in challenge entries.

OUR ROLE IN GROWING THE ISLAND'S ECONOMY



Digital Isle of Man plays a critical role in growing and sustaining the Island's economy by focusing both on nurturing existing businesses and attracting new companies that enhance the digital ecosystem. With 60% of our efforts dedicated to supporting on-Island businesses, Digital Isle of Man provides resources, networking opportunities and industry-focused Communities of Practice (CoPs) to foster

collaboration, innovation and resilience across established sectors. Meanwhile, 40% of our focus is directed at attracting new businesses that complement the current economic landscape, enriching the Island's digital offering. This balanced approach ensures growth while strengthening and retaining the businesses that form the foundation of the Isle of Man's digital economy.

INNOVATION CHALLENGE

2024 marked a significant evolution from the inaugural Innovation Challenge in 2023. We broadened government involvement and welcomed an even higher calibre of applicants from around the world, enriching the programme with diverse global perspectives.

This approach demanded significantly higher resources from the Digital Isle of Man team to coordinate across a larger network. As a result, we have had to carefully consider whether the Innovation Challenge contributes to our mission in ways that justify the resource commitment it requires.

This is a challenging question, as many of the benefits are not immediately measurable in direct economic terms. When economic value does materialise, it often emerges gradually. On the other hand, the challenge has generated significant opportunities that would not have existed otherwise and has undeniably accelerated other initiatives across Digital Isle of Man and within the broader government.

Consideration was given to running the challenge biennially, and this was discussed with all contributing agencies. However, the concern with holding the event every other year is that momentum could be lost, leading to a decline in the quality of applicants. Additionally, managing resources to deliver the programme would be more difficult, as team members with prior experience might be committed to other

projects from which they could not be released.

It was however, broadly acknowledged that the value the Innovation Challenge creates would significantly increase with greater exposure both on the Island and internationally. A key focus for the 2025 challenge will be expanding our off-Island marketing efforts with support from Visit Isle of Man, which has offered to help amplify our message globally.

The challenge will maintain a similar structure to the 2024 event, focusing on three distinct themes:

FinTech/Insurtech: Continuing our mission to transform the financial landscape, we invite innovators to revolutionise finance and pioneer solutions that will redefine the industry.

Data and AI: Unleash the power of data-driven technologies and AI as we seek cutting-edge solutions that leverage insights, automate processes and unlock the potential of this rapidly advancing field.

Cleantech: Embracing sustainability and environmental stewardship, this sector encourages entrepreneurs to merge innovation with ecological responsibility, tackling key challenges related to the health of our planet.

As a UNESCO Biosphere nation, the Isle of Man provides an exceptional environment for the Innovation Challenge. Our strong commitment to innovation, sustainability, and quality of life creates a unique ecosystem that harmoniously integrates conservation, economic development, and culture.

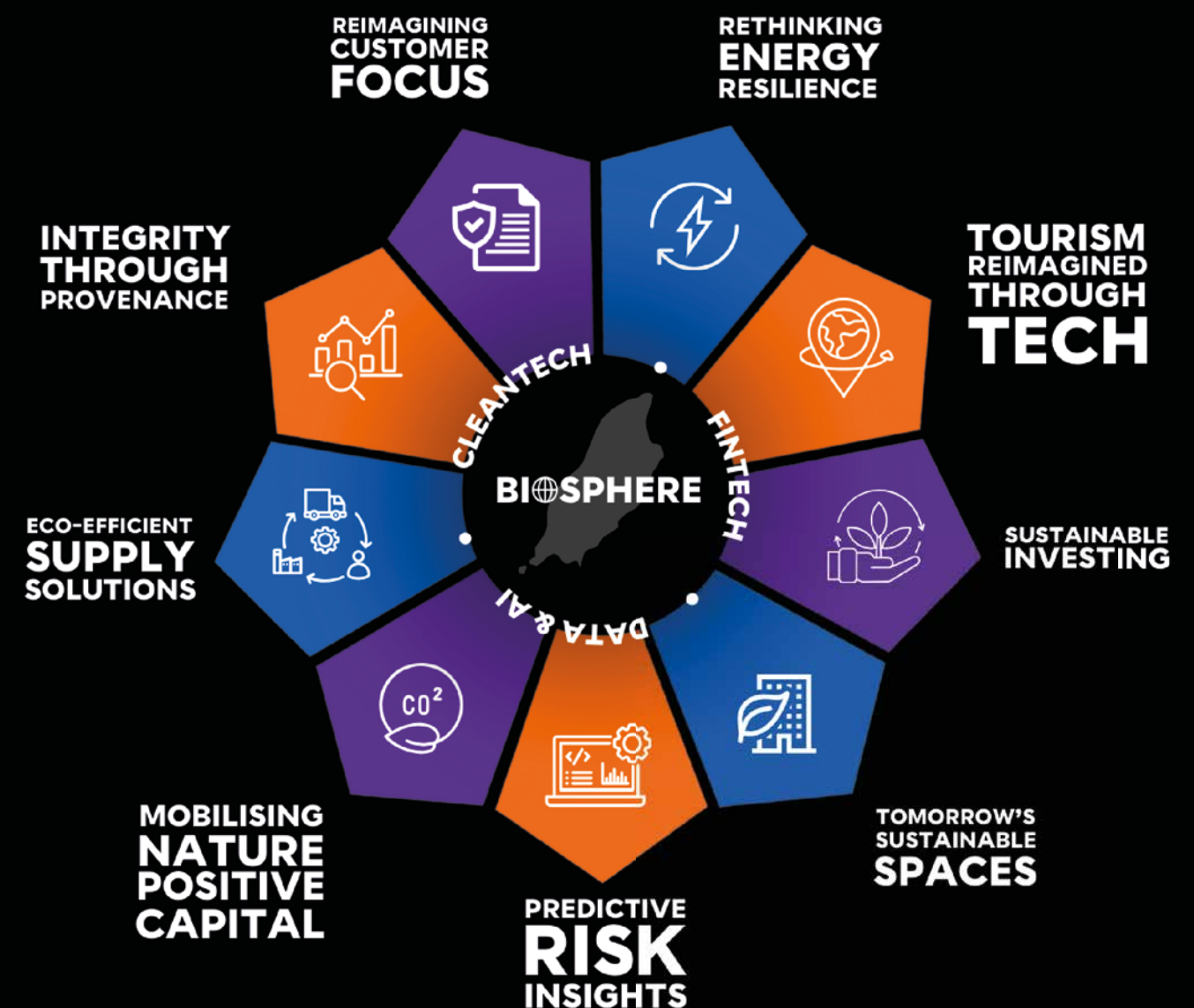
The potential for data-driven environmental monitoring is immense, driving open data initiatives that can inform decision-making and enhance sustainability efforts. Additionally, the Isle of Man's serene setting positions it as a prime location for supporting remote work and establishing a digital nomad hub, where professionals can thrive amidst the natural beauty of a biosphere reserve.

We are committed to establishing incubation programmes that focus on startups working at the intersection of ecology and technology.

These initiatives will nurture innovative ideas and empower entrepreneurs to create solutions that address environmental challenges while driving economic growth.

With our regulatory environment and supportive community, the Isle of Man stands as the perfect testbed for groundbreaking ideas that embrace both technological advancement and ecological stewardship.

The Innovation Challenge also reflects the Isle of Man's ambition to cultivate a secure, vibrant and sustainable future. It offers innovative global businesses a platform to engage with the Island's thriving and collaborative business community, displaying their solutions across three critical themes within the world's only Biosphere nation.



SUPPORTING FUNCTIONS

Digital Isle of Man is guided by a fundamental set of principles that serve as the foundation of our initiatives. Our collaborative approach with stakeholders aims to create value not just for individual businesses but for the entirety of the Isle of Man. This partnership-driven strategy forms the foundation upon which we collectively bolster the digital economy and is supported by our Strategic Partnerships and Marketing functions.

Our Strategic Partners oversee Business Development and Account Management across our ongoing initiatives, fostering local businesses and attracting new ventures. Meanwhile, the Marketing team drives our promotional efforts, facilitating the strategy that enhances awareness, engages our audience, and ultimately advances the success of our various initiatives.

Central to our Strategic Partners' approach is a balanced emphasis on growth, with a goal of a 60/40 split between supporting existing local businesses

and attracting new ventures to the Island. We continuously engage with the digital ecosystem to identify growth catalysts, ensuring that the Island's offering remains competitive and relevant. By working closely with stakeholders, we address barriers to business expansion, while fostering a collaborative business development approach that empowers the Island's strong and supportive sectors to reach their full market potential.

In the realm of technology, we lead by example, exploring how emerging technologies can improve business processes in both government and industry. Collaboration is at the core of our efforts, with Digital Isle of Man serving as a bridge between the government and the private sector. Through active listening and understanding the industry's concerns, ideas, and priorities, we craft action plans that are presented to government for consideration. This reciprocal process allows businesses to leverage governmental resources, knowledge, and data, encouraging mutual growth and development.

OUR ACTION PROGRAMMES



GROWTH INITIATIVE

ARTIFICIAL INTELLIGENCE

PIONEERING INNOVATION AND RESPONSIBLE AI ADOPTION

In August 2024, Digital Isle of Man launched the first phase of the 'Activate AI' programme, aimed at fostering the adoption and integration of Artificial Intelligence (AI) across the Island's economy. This initiative focuses on helping businesses, government and residents understand and leverage AI technologies to improve productivity, create jobs and drive economic growth. Backed by the Economic Strategy Board (ESB), the programme seeks to raise awareness of AI's transformative potential, with the primary goal of increasing the Isle of Man's GDP by 10% by 2030 through AI-driven solutions across both the public and private sectors.

Early successes of the programme have been centred on demystifying AI, providing upskilling opportunities for the Island's workforce and laying the groundwork for future AI innovations. In 2024, we delivered over 200 hours of online training and in-person sessions to 1000 residents.

In addition, 'Activation Partners' have been onboarded to support businesses, government and the third sector in advancing AI-based solutions and proof-of-concepts (trials) to address business challenges using AI technology.

OBJECTIVE

To establish the Isle of Man as a leader in AI adoption and innovation by promoting comprehensive education on AI technologies, fostering business growth, and developing a clear strategy and governance framework that enhances productivity and competitiveness for Island businesses.

KEY RESULTS

- 2,500 Island residents attended awareness sessions or accessed online training by the end of 2025
- £1m of productivity increase by the end of 2025, focusing on both government and business applications
- Propose and deliver a National AI Strategy to Tynwald by the end of 2025.

PROMOTION

- **AI awareness campaign:** Launch a comprehensive on-Island campaign to promote the LearnAI platform, offering both online and in-person training sessions to enhance AI literacy across the community
- **Showcase Applied AI Service:** Raise awareness of the Applied AI Service through press, social media campaigns and business development initiatives, targeting global AI businesses to relocate to the Isle of Man and strengthen local capabilities
- **Conference engagement:** Participate in a targeted 2025 schedule of key AI events globally to position the Isle of Man as an attractive destination for AI businesses and talent.

POLICY

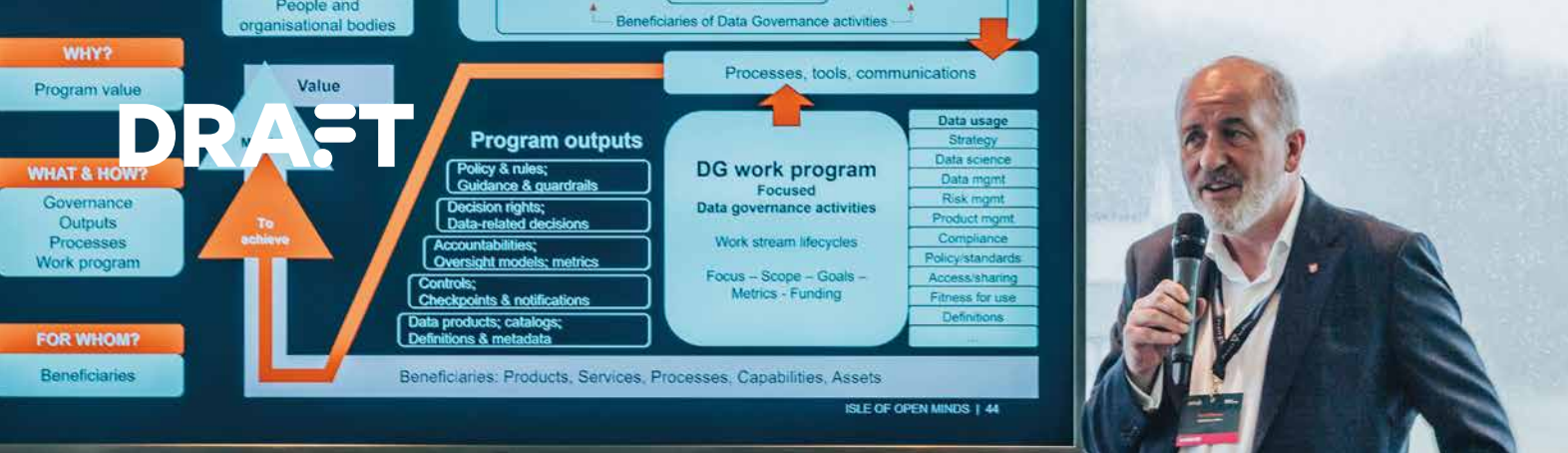
- **National AI Strategy:** Develop a comprehensive National AI Strategy for submission to Tynwald, outlining the long-term vision for AI development and integration across sectors
- **AI governance and ethics:** Formulate an AI Governance Framework to guide AI-related decision-making within government and industry, addressing issues of AI ethics, safety and accountability.
- **AI business attraction:** Consider policies and economic opportunities that position the Isle of Man as a prime destination for AI businesses, particularly among smaller jurisdictions, while supporting a safe and inclusive AI ecosystem.

PRODUCT

- **AI training and education:** Continue expanding the awareness-raising capability and training partner network, providing relevant, up-to-date training for Isle of Man residents to ensure the workforce is equipped for AI-driven opportunities
- **Applied AI pilots:** Deliver £500k of productivity increase through the Activate AI Programme, enabling businesses and government to test AI applications that address productivity and workforce challenges
- **'AI Readiness Index':** Introduce an AI Readiness Index to help local businesses assess their readiness to adopt AI technologies and identify meaningful actions for AI integration.

OUTLOOK FOR 2025

Our proactive approach to AI will ensure the Isle of Man remains at the forefront of AI transformation. By focusing on education, governance and targeted business development, we aim to establish the Island as a hub for AI-driven innovation, while ensuring the ethical and responsible use of AI across all sectors. The development of the National AI Strategy will guide this approach, aligning our efforts to deliver long-term economic and social benefits for the Isle of Man.



GROWTH INITIATIVE

DATA STEWARDSHIP

LEADING THE WAY IN RESPONSIBLE DATA MANAGEMENT

In 2024, Digital Isle of Man successfully developed and tested a new Data Stewardship product, engaging with 15 international businesses as well as local stakeholders. This initiative introduced a new approach to managing and leveraging data assets, supported by a code of conduct and proposed changes to the Island’s legislation. As we move into 2025, we are prepared to launch this product globally, recognising that businesses will continue to find innovative ways to apply and enhance the model.

Our Data Stewardship Foundations provide a structured framework for businesses to manage and protect high-value data while adhering to ethical and legal standards. This model positions the Isle of Man as a global leader in data management, enabling companies to utilise their data responsibly and securely.

OBJECTIVE

To launch the Data Stewardship Foundations globally in 2025, while refining the approach based on industry feedback and strengthening the Island’s reputation as a leader in data governance.

KEY RESULTS

- Establish a business case for delivering the Data Stewardship Foundations programme and secure funding
- Deliver a global awareness campaign to promote Data Stewardship Foundations
- Attract and build a pipeline of 20 new Data Stewardship Foundations on the Isle of Man by the end of 2025.

ACTIONS

DRAFT

PROMOTION

- **Global launch campaign:** Promote the Data Stewardship Foundation through a global press and social media campaign, positioning the Isle of Man as a leading jurisdiction for responsible data management
- **Targeted business development:** Focus on attracting data-driven businesses to adopt Data Stewardship Foundations, highlighting the Island’s regulatory support and ethical governance
- **Strategic conference engagement:** Participate in key global data and technology events in 2025, showcasing the Isle of Man’s leadership in data governance and stewardship.

POLICY

- **Exchequer benefits:** Explore how Data Stewardship Foundations could generate new revenue streams for the Island
- **Governance and oversight:** Develop a comprehensive framework for Data Stewardship Foundations to ensure alignment with ethical standards and support businesses in meeting data management responsibilities
- **Biosphere and ethical use cases:** Identify opportunities for ethically driven use cases within the data stewardship model, reinforcing the Island’s commitment to sustainability and ethical practices
- **Advancing the Isle of Man’s regulatory framework:** Agree to develop a framework, with sufficient resources, to further evolve the Isle of Man’s regulatory capability enabling our Island businesses to thrive, attract new business, and allow for the development of new products, all building upon our existing regulatory foundation
- **Economic and workforce impact:** Assess the broader impact of Data Stewardship Foundations on the Island’s economy and workforce, particularly in attracting high-value data businesses and creating jobs.

PRODUCT

- **Product iteration and feedback:** Continuously refine the Data Stewardship Foundations based on industry feedback and emerging use cases, ensuring it remains relevant and competitive
- **Expand foundations:** Establish 20 new Data Stewardship Foundations on the Isle of Man by the end of 2025, helping businesses manage data ethically and securely
- **Data under Management Metric:** Test the feasibility of introducing a ‘Data under Management’ metric, similar to ‘Assets under Management’ in the fiduciary industry, to track and evaluate the value of data
- **CSP engagement:** Prepare 20 Corporate Service Providers (CSPs) and Datacentres to support the Data Stewardship proposition and ensure they are ready to offer the service to incoming businesses.

OUTLOOK FOR 2025

The launch of the Data Stewardship Foundation in 2025 will position the Isle of Man as a pioneering jurisdiction in responsible data governance. By offering businesses a trusted framework to manage data assets, we enable companies to meet growing demands for ethical and compliant data use. Our proactive approach to expanding this model will ensure the Isle of Man remains a competitive and forward-thinking location for data-centric businesses, driving growth and innovation across the digital economy.



MATURE INITIATIVE

EGAMING

REFRESHING STRATEGY AND REINFORCING GROWTH

In 2024, the Isle of Man's eGaming sector experienced slower-than-expected growth, influenced by various global and political-economic factors. To ensure the Island's long-term success and maintain its position as a leading eGaming jurisdiction, the development of the eGaming strategy was paused to broaden its scope. This extended analysis will allow us to better understand the global industry landscape and the challenges it presents.

The delivery of a long-term eGaming strategy in Q1 2025 marks the beginning of a renewed programme of work aimed at driving continued growth, adapting to market changes, and reinforcing the Island's reputation as a prime destination for high-quality eGaming businesses. By refining our approach and addressing key challenges, we aim to reinforce confidence in the sector and ensure its continued contribution to the economy.

OBJECTIVE

To drive growth in the Isle of Man's eGaming sector through a refreshed long-term strategy focused on creating jobs, attracting new businesses, and supporting existing on-Island companies to ensure the Isle of Man remains a globally competitive eGaming hub.

KEY RESULTS

- 100 new jobs created and filled in the eGaming sector by the end of 2025
- Grow to a total of 95 live Isle of Man Gambling Supervision Commission (GSC) licences by the end of 2025
- Deliver the long-term eGaming strategy report by the end of Q1 2025.

ACTIONS

PROMOTION

- **Account management:** Work with existing eGaming operators to identify common themes, challenges, and opportunities for growth across the sector
- **Business development:** Proactively manage a pipeline of new business opportunities, targeting companies and operators that align with the Isle of Man's strategic vision for eGaming
- **Brand and reputation enhancement:** Continue efforts to develop and maintain the Island's reputation as a premier jurisdiction for eGaming businesses through targeted PR, branding campaigns, and industry engagement
- **Event participation:** Implement a targeted 2025 conference schedule, participating in key global eGaming events to promote the Isle of Man's unique offerings
- **Strategic promotion:** Implement promotional recommendations derived from the long-term eGaming strategy report.

POLICY

- **eGaming Strategic Advisory Board (eGSAB):** Facilitate quarterly meetings to ensure the board provides strategic input and guidance on the Island's eGaming policies and regulatory environment
- **MONEYVAL engagement:** Continue delivering the MONEYVAL engagement and update programme, ensuring compliance with international standards and strengthening the Island's reputation for responsible gaming
- **Substance evaluation:** Assess the impact of current regulations on fostering business substance in the Isle of Man and explore potential incentives to encourage greater business presence and operational substance
- **Policy review:** Evaluate and implement policy recommendations from the long-term eGaming strategy report to ensure alignment with global regulatory and economic trends.

PRODUCT

- **Strategy delivery:** Deliver the long-term eGaming strategy report by the end of Q1 2025, providing a comprehensive roadmap for future growth
- **Industry engagement:** Engage with eGaming businesses to discuss the recommendations from the long-term eGaming strategy report and ensure industry feedback informs the strategy's execution
- **Execution roadmap:** Develop a detailed execution plan to implement the agreed recommendations from the long-term eGaming strategy report, outlining key milestones and timelines for delivery.

OUTLOOK FOR 2025

The delivery of the long-term eGaming strategy in early 2025 will set the stage for renewed growth and confidence in the Isle of Man's eGaming sector. By focusing on job creation, regulatory adaptation and business development, we aim to maintain our competitive edge in this dynamic industry. Through proactive promotion, policy refinement and product innovation, the Isle of Man will continue to be the go-to destination for high-quality eGaming businesses, ensuring long-term success and economic value.



MATURE INITIATIVE

FINTECH

STRENGTHENING FOUNDATIONS AND DRIVING SUSTAINABLE GROWTH

The FinTech sector is pivotal to the Isle of Man’s economic strategy, enhancing the Island’s reputation as a forward-thinking financial services centre. Our commitment to fostering an innovative environment is demonstrated by the establishment of the financial innovation hub in 2023, which has provided a structured pathway for emerging FinTech ventures. As we look ahead, our focus is on strengthening this foundation, encouraging sustainable growth and broadening the spectrum of FinTech products and services available on the Isle of Man.

In 2025, we aim to build on the progress achieved by ensuring that our FinTech ecosystem remains agile, connected, and competitive. This involves the continuous evaluation of our regulatory framework to keep pace with global developments, ensuring our policies and practices are conducive to fostering innovation while maintaining the Island’s unique value proposition. A collaborative approach with other jurisdictions will be key to navigating the complex landscape of financial technology, ensuring mutual benefits while preserving our strategic advantages.

By focusing on these areas, Digital Isle of Man aims to cement its position as a leading jurisdiction for FinTech innovation, regulatory excellence and sustainable development. This strategy aligns with our broader goal of making the Isle of Man a global destination for FinTech businesses seeking a supportive, innovative and forward-looking environment.

OBJECTIVE

To further position the Isle of Man as a globally recognised hub for FinTech innovation by leveraging the Island’s strengths in regulatory frameworks, fostering public-private partnerships, and promoting sustainable and inclusive growth within the FinTech sector.

KEY RESULTS

- 50 new jobs created and filled in the FinTech sector by the end of 2025
- Register 10 new FinTech businesses as designated businesses in the Isle of Man by the end of 2025, working in collaboration with the Isle of Man Financial Services Authority to support applicants and embrace innovation within an appropriately-regulated environment
- Launch and implement the long-term FinTech strategy in collaboration with Finance Isle of Man (FIOM) and IOMFSA in 2025.

ACTIONS

DRAFT

PROMOTION

- **Promote the Financial Innovation Hub:** Continue to promote the benefits and opportunities, emphasising its role as a catalyst for innovation and regulatory evolution on the Island
- **Leverage the Innovation Challenge:** Utilise the FinTech category to attract global FinTech talent and solutions to the Isle of Man, fostering collaboration and showcasing the Island’s supportive ecosystem. This will be coordinated with FIOM’s Insurtech initiatives to create a more cohesive narrative
- **Strategic conference engagement:** Participate in a targeted schedule of global FinTech events in 2025, focusing on our target markets, to position the Isle of Man as a prime destination for FinTech businesses.

POLICY

- **Launch the comprehensive FinTech strategy:** Collaborate with Digital Isle of Man, FIOM and the IOMFSA to publish and implement a comprehensive FinTech strategy that outlines the long-term vision for the sector’s development, addressing areas such as AI in financial services, and sustainable finance
- **Encourage cross-border regulatory collaboration:** Collaboration with other jurisdictions will further position the Isle of Man as a competitive hub for FinTech, driving sustainable growth and expanding the range of products and services available
- **Public-private sector collaboration:** Strengthen public-private partnerships to inform policies and regulations that anticipate future FinTech trends. Example may include decentralised finance (DeFi) and digital identity solutions.

PRODUCT

- **Expand the Financial Innovation Hub’s offerings:** Support at least five new FinTech businesses through the Financial Innovation Hub, offering regulatory guidance and fostering an environment conducive to developing innovative financial products and services
- **Drive new product development:** Leverage the capabilities of the Financial Innovation Hub to identify and suggest regulatory changes that support the introduction of new FinTech products, such as digital identity solutions, AI-driven financial services and green FinTech products
- **AI-driven financial products:** Introduce guidelines and support for AI-driven financial products, ensuring ethical use and compliance with international standards.

OUTLOOK FOR 2025

In 2025, the Isle of Man’s FinTech sector is expected to strengthen through the implementation of the comprehensive FinTech strategy and the continued development of the Financial Innovation Hub. We aim to attract new businesses, create jobs, and support the enhancement of regulatory frameworks that facilitate innovation. Collaboration with other jurisdictions will further position the Isle of Man as a competitive hub for FinTech, driving sustainable growth and expanding the range of products and services available.



MATURE INITIATIVE

DIGITAL EXPERIENCE AND SERVICES

DRIVING GROWTH THROUGH CREATIVITY AND TECHNOLOGY

The digital experience and services industry, encompassing digital content creation, software development, web development, and broader digital services, presents significant opportunities for the Isle of Man. By expanding our focus beyond esports and video games to include a wider range of digital experiences and services, we aim to build a vibrant ecosystem that fosters innovation, attracts talent, and drives sustainable growth.

Our strategy for 2025 is designed to create an environment where digital creators, developers, and service providers can thrive. We will leverage the Isle of Man's unique advantages—a connected digital community, robust infrastructure, and its attractiveness as a tech business destination—to establish the Island as a hub for digital excellence. This strategic shift aligns with our broader vision of enhancing the Island's digital economy and offering diverse opportunities for growth and development.

OBJECTIVE

To broaden and strengthen the digital experience and services sector on the Isle of Man, fostering innovation, collaboration and sustainable growth.

KEY RESULTS

- 50 new jobs created and filled in the digital experience and services sector by the end of 2025
- 10 new digital creative or services businesses relocated to the Isle of Man by the end of 2025, while we continue to support the growth of the digital and creative businesses already established on the Island
- Support Screen Isle of Man to launch in Q1 2025.

PROMOTION

- **Promote the Isle of Man as a Hub for Digital Creators and Developers:** Launch targeted marketing campaigns to attract digital talent and businesses by highlighting the Island's strengths, including its supportive business environment, high-quality infrastructure, and growing community of digital professionals
- **Showcase Success Stories:** Highlight the achievements of digital creators, software developers, web developers, and other digital service providers who have chosen the Isle of Man, using case studies to demonstrate the benefits of locating or relocating here
- **Strategic Event Engagement:** Participate in key global digital and technology events to promote the Isle of Man's growing presence in digital creative industries and services, focusing on markets that align with our broader economic sectors.

POLICY

- **Review Screen Isle of Man:** Conduct a review of Screen Isle of Man after its first year to evaluate its successes and challenges and propose recommendations for future growth
- **Support the development of digital and creative spaces:** Encourage the development of dedicated co-working and collaborative spaces tailored to digital creatives and developers, providing access to state-of-the-art tools, resources, and networking opportunities
- **Facilitate skills development and upskilling:** Collaborate with education providers, industry stakeholders, and government agencies to develop training programmes that address the skills needed in the digital experience and services sectors, ensuring a steady pipeline of talent for the Isle of Man.

PRODUCT

- **Support the development of digital products and services:** Provide targeted support to businesses developing innovative digital products and services, such as mobile applications, SaaS (Software as a Service) solutions, and immersive digital experiences
- **Facilitate public-private partnerships:** Encourage collaboration between digital businesses and public sector entities to co-create digital solutions that enhance public services, such as interactive digital platforms, virtual reality experiences for education and tourism, and smart city applications.

OUTLOOK FOR 2025

The Isle of Man's commitment to expanding its digital experience and services sector is designed to attract diverse digital talent and businesses, enhancing the Island's reputation as a dynamic and innovative digital hub. By promoting a collaborative and supportive environment, we aim to foster a thriving ecosystem that supports digital creativity, technical innovation and sustainable growth. This approach will ensure the Isle of Man remains competitive in the rapidly evolving global digital landscape.

MATURE INITIATIVE

STRATEGIC DIGITAL
INFRASTRUCTURE

BUILDING THE FOUNDATIONS FOR A FUTURE-READY DIGITAL ECONOMY

In 2025, the Isle of Man's Strategic Digital Infrastructure initiative focuses on solidifying its position as a global leader in digital connectivity and services. Our focus is on three core pillars—Connectivity, Capability and Compatibility—to create a comprehensive ecosystem that supports industry growth, innovation and long-term sustainability. This includes completion of the National Broadband Plan (NBP), accelerating fibre adoption, ensuring equitable access to global platforms, such as Google, and fostering a digitally skilled workforce that can drive the Island's future success.

OBJECTIVE

To foster an environment that enables the digital sector to thrive by providing access to high-quality infrastructure, global platforms and technical solutions, positioning the Isle of Man as a leading international tech hub.

KEY RESULTS

- 99% of premises passed by fibre through the National Broadband Plan by August 2025, with 60% of the fixed-line market migrated to fibre by the end of 2025
- 3 additional key platforms accessible through the Global Digital Access initiative by the end of 2025
- Hold 25 Communities of Practice sessions in 2025 and establish self-sustaining Communities of Practice by year-end.

PROMOTION

- **NBP post-implementation report:** Publish a detailed Post-Implementation Report by August 2025, documenting key learnings and successes from the National Broadband Plan to guide future infrastructure projects
- **Global Digital Access campaign:** Collaborate with local and international stakeholders to raise awareness about digital access, ensuring that businesses and residents have the same level of access to critical global digital platforms as those in the UK and other advanced economies
- **Promote the Isle of Man's collaborative community:** Raise awareness and promote success of the Communities of Practices. These sessions will focus on key digital sectors such as AI, cybersecurity, data stewardship and FinTech, creating opportunities for collaboration, knowledge sharing and innovation that directly support the Island's digital economy.

POLICY

- **Fibre network adoption:** Encourage widespread adoption of fibre by working closely with telecommunications providers and government agencies to offer incentives for businesses and residents
- **Off-Island connectivity:** Ensure the Isle of Man's off-Island connectivity remains competitive and resilient, maintaining critical connections to global data routes and digital platforms
- **Digital Skills provision:** Work with the Skills Board to ensure digital skills are integrated into education strategies, supporting future workforce needs in the digital sector
- **Intergovernmental collaboration:** Strengthen partnerships with external agencies, such as the UK's Department for Science, Innovation and Technology and the Ministry of Justice, to amplify the Isle of Man's digital strategy on agendas of international relevance.

PRODUCT

- **Support Communities of Practice (CoP):** Foster CoP through 2025 to enhance collaboration across sectors like AI, cybersecurity, and digital risk management, ensuring these groups become self-sustaining by year-end
- **Global Digital Access:** Continue the Global Digital Access initiative, ensuring seamless access to critical global platforms such as Google, Microsoft and Meta, and addressing digital parity with other global markets. Seamless access to global platforms is vital for enabling local businesses to compete globally, access critical digital services, and support cross-border collaboration, digital commerce and innovation.

OUTLOOK FOR 2025

The Isle of Man's 2025 Strategic Digital Infrastructure Strategy focuses on completing the National Broadband Plan, expanding fibre access, enabling seamless access to platforms like Google, Microsoft, and Meta, and achieving digital parity with global markets. By investing in foundational elements and fostering a collaborative digital ecosystem, the Island aims to lead in digital infrastructure, attract international tech businesses, drive sustainable growth, and remain competitive in the evolving global digital landscape.

HORIZON SCANNING

As the digital landscape continues to evolve at an unprecedented pace, it is imperative for the Isle of Man to maintain a forward-looking approach, identifying and adapting to technological trends that have the potential to reshape industries, economies and societies. To remain a digitally enabled and innovation-supporting jurisdiction,

our strategy is to continually monitor, evaluate and integrate emerging technologies and their applications across sectors, ensuring the Island remains at the forefront of digital advancements and establishes specific niches of expertise where we can aspire to be leaders.

OBJECTIVE

To remain a leading digitally enabled and innovation-supporting jurisdiction, ensuring that our digital capabilities are coordinated to deliver the best possible outcomes and position the Isle of Man as a global leader in digital innovation.

KEY FOCUS AREAS AND POSSIBLE FUTURE ACTIVITIES

AMBIENT INTELLIGENCE (AMI) AND SMART ENVIRONMENTS

- **Opportunity:** Ambient Intelligence (Aml) is the convergence of AI, IoT and edge computing to create environments that are sensitive, adaptive and responsive to the presence of people. This could revolutionise how we interact with spaces, from homes and offices to public areas
- **Consideration:** Invest in smart infrastructure projects that use ambient intelligence to create adaptive public services, improve safety and enhance quality of life. Encourage collaborations with tech companies and universities to research and develop Aml applications.

FUTURE-PROOFING DIGITAL LEGISLATION

- **Objective:** Consider a comprehensive 'Digital Act' that integrates key legislative areas such as digital identity (eID), data privacy, AI ethics and digital transactions, aligning with global standards and creating 'Super Standards' for digital governance
- **Consideration:** Monitor global digital legislation trends and collaborate with international jurisdictions to harmonise regulations and standards that support digital businesses and cross-border digital transactions.

TECH FOR CLIMATE RESILIENCE

- **Opportunity:** As climate change continues to impact global economies, technologies that support climate resilience, such as predictive analytics, IoT-based environmental monitoring and AI for resource management, are gaining importance
- **Consideration:** Promote the Isle of Man as a testbed for climate resilience technologies. Develop partnerships with environmental tech companies to trial and scale solutions that support sustainable development goals.

SYNTHETIC MEDIA AND GENERATIVE AI

- **Opportunity:** Generative AI, such as GPT-4, DALL-E and other AI models, is transforming content creation, design and digital marketing. These technologies are being used for creating synthetic media, automating customer interactions and developing personalised content
- **Consideration:** Support businesses in leveraging generative AI for content creation and digital services. Offer training programmes on how to use generative AI tools ethically and effectively. Consider developing local regulations that address the ethical use and intellectual property rights associated with AI-generated content.

BIOMETRIC AUTHENTICATION AND DIGITAL IDENTITY

- **Opportunity:** As digital services proliferate, the need for secure and seamless authentication methods has increased. Biometrics (such as facial recognition, fingerprint scanning and voice recognition) and digital identity solutions are becoming the norm
- **Consideration:** Develop a framework for secure and privacy-preserving biometric authentication systems and digital identity solutions. Collaborate with global digital identity initiatives to ensure interoperability and security.

DECENTRALISED AUTONOMOUS ORGANISATIONS (DAOS)

- **Opportunity:** DAOs are blockchain-based entities that enable decentralised decision-making and governance. They are being used for everything from investment funds to social clubs and even nation-state governance experiments
- **Consideration:** Establish a legal and regulatory framework to support the creation, governance and operation of DAOs in the Isle of Man. This could attract blockchain projects and digital-native businesses looking for a stable and supportive environment to experiment with decentralised governance.

QUANTUM COMPUTING

- **Opportunity:** Quantum computing is rapidly moving from theory to practical application. While still in its infancy, it promises to solve problems that are currently intractable for classical computers, such as complex optimisation tasks, cryptography and drug discovery
- **Consideration:** Position the Isle of Man as a jurisdiction that supports quantum computing research and development by creating partnerships with quantum computing firms and academic institutions. Develop policies and regulatory frameworks to support quantum-safe encryption and quantum computing readiness.

REGULATORY INTELLIGENCE

- **Opportunity:** Advances in AI and other machine learning capabilities create an opportunity to create a larger intersection between systems and processes that need to be assessed and the ability to apply systems in the RegTech (Regulatory Technology) space to meet that need. Reducing points of friction while increasing transparency is considered a utopia, but as systems become more complex, so do the capabilities required to monitor them. Creating sustainable efficiencies in these areas addresses a global problem and represents a significant market
- **Consideration:** Use the Financial Innovation Hub and the Innovation Challenge as vehicles to encourage global innovation in transparent interactions with regulators, aiming to increase the quality of data available for regulation while improving the efficiency of compliance functions.

MEET THE TEAM

TEAM MEMBERS



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CHIEF EXECUTIVE



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DIRECTOR OF
OPERATIONS



KURT ROOSEN
HEAD OF INNOVATION



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CYNDI RHODES
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PARTNERSHIP MANAGER



NICK PRESKEY
STRATEGIC
PARTNERSHIP MANAGER
Maternity cover until June 2025



BETHAN DAVIES
STRATEGIC
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Maternity leave until June 2025



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ANNIE MACLEOD
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GRACE HOODLESS
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ALEX TRUMAN
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PHIL ADCOCK



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GARY LAMB



SINEAD O'CONNOR



BERND PETAK



MARK LEWIN*

* NON-VOTING BOARD MEMBER

ABOUT DIGITAL ISLE OF MAN

OUR DELIVERY

Digital Isle of Man is focused on creating and delivering value to our stakeholders. We do this by taking the time to understand their needs and driving open and honest conversations to identify what they value and what they need to succeed. We use feedback to propose solutions and inform strategic direction, ensuring that we deliver on our actions.

OUR STRUCTURE

The Digital Isle of Man Strategic Partnership Model was created in 2019 with a focus on:

- Improving relationships with industry
- Facilitating and tackling barriers to business growth
- Attracting new businesses to the Isle of Man.

The model also plays an instrumental role in enabling job creation by supporting tech businesses across different sectors and helping to fulfil the demand for skilled workers

GOVERNMENT SUPPORT

Digital Isle of Man works to highlight the range of business support schemes offered by the Department for Enterprise. These schemes offer funding along with training and advisory services for businesses as they start, grow and invest in the Isle of Man.

MONITORING & REVIEW

Through our Annual Report, we evaluate our success over the year across our digital initiatives, pinpointing opportunities and plans.

Digital Isle is Digital Isle of Man's on-Island flagship event, bringing together people from the Island's digital industry to learn, share knowledge and feedback, network and better understand developing trends, threats and opportunities within the sector.

We provide quarterly reports to the Economic Strategy Board and conduct a comprehensive review.

Through our Strategic Account Management Process, we work side by side with industry to:

- Resolve issues that impact business growth
- Share knowledge and plans for the strategic direction of the Island
- Ensure that the voice of industry is heard and delivered to the relevant area of government.

We work collaboratively with our supporting sectors on-Island to manage opportunities through our Business Development pipeline. This involves tracking opportunities that lead to direct and indirect economic growth and analysing the data collected to identify trends and inform future focus and decisions

OUR PARTNERSHIPS

Digital Isle of Man works with a wide range of stakeholders across the Island's business ecosystem to help grow and strengthen the Isle of Man's digital economy, aiming for mutually beneficial results.

This collaborative approach across the public and private sectors enables our ecosystem to feed into the strategic direction of the Isle of Man. We consider businesses' aspirations, needs and concerns, ensuring these are considered when proposing solutions and services to support business growth.

Here is a summary of our business partnerships:

ON-ISLAND TECHNOLOGY BUSINESSES

We work closely with local digital businesses through our Strategic Account Management Programme to resolve issues and barriers to growth. The programme also serves as a channel for tech businesses to share their needs, feedback and concerns with government.

SUPPORTING BUSINESSES

The Island's service providers form the backbone of our digital ecosystem, so it is imperative that we support them in going to market with the Isle of Man brand. This is accomplished through a collaborative business development approach, working together to secure opportunities that advance the Island's digital economy.

INDUSTRY BODIES & BOARDS

We partner with industry bodies, including the Isle of Man Chamber of Commerce and the eGaming Strategic Advisory Board, to collect feedback, validate concepts concerning the strategic direction of our Island's digital initiatives and address broader factors affecting the success of our digital economy.

GOVERNMENT AGENCIES & DEPARTMENTS

We act as a conduit between other areas of government and industry to ensure a two-way flow of information. This involves relaying industry needs and concerns to the appropriate government departments and effectively communicating government information to the business community. We also work collaboratively on overarching strategies, such as the Workforce Strategy and plans for Digital Government.

OTHER UK-FOCUSED CROWN DEPENDENCIES AND OVERSEAS TERRITORIES (SPECIFICALLY JERSEY, GUERNSEY & GIBRALTAR)

In a complex global environment, there is an increasing number of problems and solutions that share common ground with similarly structured jurisdictions. We need to actively explore areas where a common approach can provide advantages in scale, efficiency and greater global recognition.

LOOKING AHEAD

As we conclude the Digital Isle of Man 2025 Programme, the past year has seen significant strides in advancing the digital landscape of the Isle of Man. The Island's commitment to a digital-first economy has enabled many existing digital sectors to flourish and provided emerging industries the opportunity to grow. However, there is a need for uniform progression across all digital aspects.

The global economic environment is increasingly shaped by the digital transformation that permeates every facet of our lives. We find ourselves at a critical juncture where the goal is to embed digital competency throughout our community and economy. It is crucial to anticipate and address barriers and challenges that might impede our progress while seeking innovative solutions. Digital Isle of Man is committed to providing guidance and insight in shaping practical solutions, cultivating resilience and nurturing innovative capabilities to position the Isle of Man as a pioneering jurisdiction in this digital era.

This journey presents an exciting yet demanding challenge, and our aim is to establish a prominent presence on the global stage. We strive to leverage our distinctive approach to business, sustainability and ethics. By employing unique legislation, regulation and innovation, we aspire to carve out a distinct identity and voice that resonates globally.

As we look to the near future, our dedicated efforts will focus on the development and support of a burgeoning AI sector on the Island, enhancing productivity across the local economy. Furthermore, the creation of a five-year Digital Infrastructure Strategy will set the scene for us to establish the solid, fertile foundations required to position the Isle of Man as an international tech hub.

With a resolute commitment to innovation, collaboration and sustainable growth, we stand prepared to confront the opportunities and challenges on the horizon.


DRAFT

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