



# Creatives on the RYSE: Up-and-coming artists in diverse media rely on AT&T Business Fiber

- **Business needs** - Innovative production studio and incubator for the creative community needed faster and more dependable connectivity.
- **Networking solution** - AT&T Business Fiber delivers the speed and reliability RYSE Creative Village needs to support its artists' work.
- **Business value** - Internet connectivity with outstanding performance helps RYSE connect individuals with jobs in Georgia's multi-billion-dollar creative industries.
- **Industry focus** - Content production studio and business development incubator
- **Size** - Startup

## About RYSE Creative Village

RYSE Creative Village is a dynamic content production studio and business development incubator designed for creatives working in Georgia's film, music, arts, gaming tech, and digital media industries.

## The situation

Connectivity is a vital part of any enterprise today, and the musicians, filmmakers, artists, and game designers rely on it to complete their important work. RYSE needed a good foundation to support all the projects the organization planned to launch.

## Solution

RYSE officials chose AT&T Business Fiber to support their unique operation. The ultra-fast, cost-effective, and highly reliable service delivers the bandwidth that artists need to support their work.

## A hub for creatives

Vision and courage distinguish entrepreneurs from other business owners. An entrepreneur must have the vision to recognize opportunities and the courage to take financial risks. Jay Jackson has consistently demonstrated both qualities. He started with very little and built a lucrative real-estate brokerage and a media company in Florida.

His early success led him to move his operations to Atlanta, Georgia. “It’s a bigger market and great for film and production,” he said. As part of his operations, he wanted to provide opportunities for young people to explore working in creative fields. “We’re building a content production studio and development incubator for creatives in the film, music, digital media, and gaming industries,” he said.

Jackson’s project provides access to acoustically engineered production spaces, smaller scale soundstages, podcasting studios, photography, studios, and virtual reality gaming spaces. “Basically, it’s a hub for creatives,” he said. “Here, they have an affordable place to work. At the same time, it gives them access to top-quality equipment they can use to hone their craft. On top of that, they are able to build a community with other creatives.”

## RYSE: Recognizing the Young, Successful, and Empowered

Like many successful people, Jackson was often asked to speak at schools and youth group meetings, especially in disadvantaged neighborhoods. Many of the students told him they had never met a successful person who looked like them.



Jackson, who is African American, knew it was important for students to have role models that they could relate to. “It’s important for them to see people who came from humble beginnings like them and built successful companies,” he said. Recognizing the accomplishments of members of minority communities shows young people that achievement comes in many colors.

He named his content production studio and business incubator the RYSE Creative Village. RYSE is an acronym for Recognizing the Young, Successful, and Empowered. “Images are important,” Jackson said. “We want kids to see people who became successful in ways other than being an athlete or entertainer. They need to know they can use their minds to build something that brings value to people.”

## Inspiration and opportunities

As Founder and CEO of RYSE Creative Village, Jackson is helping students explore jobs in the entertainment industry. “There are many opportunities behind the scenes to be successful in careers that have much more longevity,” he said. The organization is working with several community partners and local high schools on a bridge program to help students gain production skills to prepare them for paid apprenticeships in the film industry.

Jackson is also interested in helping young people who got into trouble with the law make a fresh start. He spent eight years as a correctional officer and saw people his own age with talent and creativity but few opportunities to put their past behind them.

“They just needed an outlet and some direction,” he said. “Ultimately RYSE is about inspiring people and helping them understand that they have the resources, the skills, and everything they need to be successful!”

## Connectivity to support creative pursuits

RYSE operates in a former public school in southwest Atlanta that’s very close to Tyler Perry Studios, the MET Atlanta creative community, and Pittsburgh Yards, an organization working for entrepreneurial opportunities for residents of color.

“Our goal is to help these kids get connected to job opportunities,” Jackson said. To that end, the company has built relationships with several studios. “We hope to cultivate the talent and help connect people to job opportunities in the creative space.”

“AT&T has all the resources we need under one umbrella, and that’s important to us.”

**Jay Jackson**  
Founder and CEO, RYSE Creative Village



Plans for the four-acre RYSE campus include multiple production studios to accommodate film, music, and photography. The campus will also include a screening theater, virtual reality gaming center, editing suites, meeting and lecture spaces, a café, and a creative co-working space.

Virtually every activity that RYSE supports requires massive amounts of bandwidth. Jackson began looking for a way to deliver the connectivity to support the work inside the RYSE studios, gaming center, theater, and offices. “We needed a company that we could depend on to deliver solutions that don’t hinder us on the back end of what we’re doing,” Jackson said.

## Performance, speed, and reliability

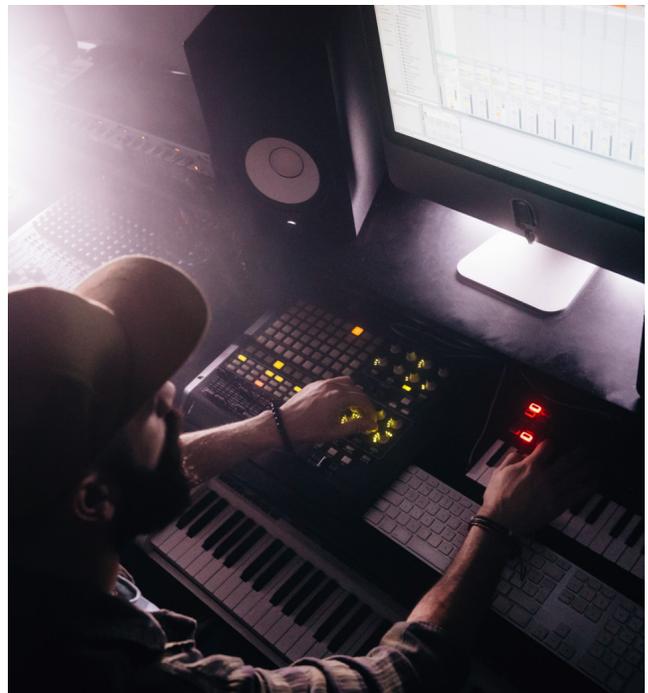
Jackson was considering the services of several different companies when he met an AT&T Business account executive. “We began to build a relationship,” Jackson said. “He was somebody who was always available when I called.”

Invested in RYSE’s success, the account rep offered helpful guidance and advice. One idea was to install AT&T Business Fiber throughout the RYSE campus to support the organization’s connectivity needs. The solution provides the outstanding performance, speed, and reliability RYSE requires at an affordable price point.

AT&T was able to create a solution fit to RYSE that was effective, affordable, and scalable. “We needed to do things in phases,” Jackson noted. “Our rep helped us make sure that it was cost-effective as we were building out.”

## Technology changes everything

Jackson said he also likes working with a company that is at the forefront of developing better ways to communicate. “Having access to the latest technology is extremely important for us,” he said. “When we’re talking about creativity, we’re also talking about technology. Technology changes everything.”



This includes the way the creatives at RYSE operate. “Think about the technology required for virtual reality and gaming,” Jackson said. “If we can’t deliver the technology our creators need, we’re not effective for them and we won’t be successful. We certainly need to deal with a company that can deliver.”

Jackson also remarked on the customer care he receives. “I’m big on service, and our AT&T Business rep really delivers. If there’s ever a problem, he’s right there to get things resolved. He’s been phenomenal.”



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Having a single point of contact with AT&T Business is a big plus for Jackson. “When you’re in business, time is money. I want to have somebody who sees me as a priority and who addresses and resolves issues without a bunch of back and forth. I’m thankful for the connection we have with our AT&T account rep.”

## All the resources to succeed

Like many entrepreneurs, Jackson spends a lot of his time looking to the future. He said he is happy with the AT&T Business Fiber that RYSE uses now, but he’s already thinking about tomorrow. He appreciates working with a company like AT&T that is at the forefront of technology innovation.

“The fiber is obviously important, but ultimately we’re looking at 5G for the connectivity and opportunities that it can create,” Jackson said. “We like being able to work with a company like AT&T that allows us to grow our resources.”

AT&T Business provides a one-stop shop that has the capacity to meet RYSE Creative Village’s needs today and into the future. “We don’t need to go to this company for one thing and that company for another,” Jackson said. “AT&T has all the resources we need under one umbrella, and that’s important to us.”