NEW REALITIES ROUNDTABLES REPORT

CONNECTING EUROPE’S CREATIVE INDUSTRIES WITH EMERGING IMMERSIVE TECHNOLOGY

Monday 24 April, Digital Catapult Centre
Key themes that emerged

- **Lack of EU collaboration** - a significant gap, and therefore opportunity, to address why UK-based SMEs do not collaborate beyond the UK border.

- **Business models and development** - difficulty for creative start ups and SMEs transitioning in an emerging market and identifying appropriate business models and opportunities.
  - Including **language barrier** with tech and with grant providers, barriers with investors avoiding ‘soft’ industries.

- **Education** - of both customers (B:B) and users (B:C) which goes hand-in-hand with **rate of adoption** and moving away from gimmicky models and towards more sustainable markets.

- **Access and point of access to markets** – no player yet ‘hold the keys’ due to different users and needs, and due to different enablers in the West and East.

*“If you don’t include the audience in the creation you are not really creating media”. (This applies also to VR).*
Key themes that emerged

- **Universities** - the role of universities in innovation of immersive tech and that they have an important part to play in nurturing small companies and driving innovation more widely
  - Including in collaborative project bids
- **Visibility and accessibility** – both the role that other organisations, such as IKEA and the BBC, can play in showcasing and exposing emerging organisations
  - and those such as Digital Catapult in catalysing relationships and networks
And
- what small companies can do for themselves, such as going to events (VC and angel speed dating, university and European institute events, competitions etc)
- **Common interest** – funding is a key aspect of bringing people together and driving interest
  - Opportunity for organisations such as Innovate UK, Cap Digital and Digital Catapult to help SMEs navigate the process and overcome cultural divisions
Key themes that emerged

- **Hard innovation vs soft innovation** – importance of R&D and sharing outcomes and learning from project delivery
  - Including importance of academic research having direct application in business

- **Funding** – goes beyond simply that small companies want/need funding. But what support they need, and what ‘we’ can do to support them, in relation to:
  - EC **requirements** for collaborative project bids
  - Small companies and start ups not being able to **match fund**
  - Paperwork and project admin being a put-off
  - **IP** concerns within collaborative projects