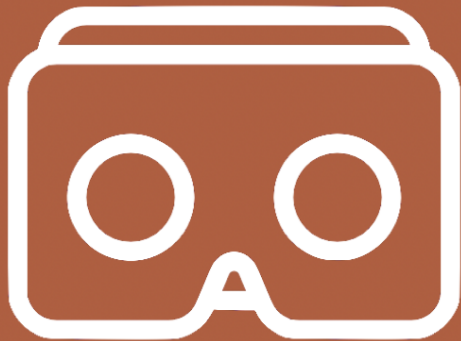


NEW REALITIES ROUNDTABLES REPORT

CONNECTING EUROPE'S CREATIVE INDUSTRIES WITH EMERGING IMMERSIVE TECHNOLOGY

NEW
REALITIES



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**

"If you don't include the audience in the creation you are not really creating media". (This applies also to VR).

- **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

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

“I don’t find contacts to work with in immersive projects”.

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

