

Innovate UK

Audience of the Future call
Industrial Strategy challenge fund

ALL INFORMATION IS PROVISIONARY AND SUBJECT TO CHANGE AS THE
FUNDING SCHEME GOES THROUGH A SERIES OF APPROVALS (INCLUDING THE
TREASURY)

The Industrial Strategy: Building a Britain Fit for the Future (2017)

‘Powered by new technologies, the way we live our lives as workers, citizens and consumers is being transformed across the world.

This Industrial Strategy deliberately strengthens the five foundations of productivity: ideas, people, infrastructure, business environment and places.

Four Grand Challenges have been identified , and will be supported by investment from the Industrial Strategy Challenge Fund and matched by commercial investment.’

Rt Hon Greg Clark MP, Secretary of State for BEIS

The Industrial Strategy: Building a Britain Fit for the Future (2017)

‘The UK’s world-class creative industries are growing at twice the rate of the economy as a whole’.

Creative industries are a key focus for investment to ensure growth and innovation in the UK economy.

Collaboration between universities and industry is essential for the delivery of the *IS*.

The UK government has already committed to ‘transformative investment into pioneering immersive technologies like virtual reality and augmented reality.’

Background of the call

Industrial strategy has 4 grand challenges:

- AI and data (**audience of the future call** + others)
- Health and ageing
- Clean growth
- Future of mobility

Background of the call

Next wave of the Challenge Fund

- Energy revolution
- Healthy ageing
- **Audience of the future**
- Quantum technology
- Next generation of services
- Data to early diagnosis and precision medicine
- Transforming food production
- Transforming construction

Background of the call

33m (still to be guaranteed)

This is an AHRC and EPSRC call but academics from disciplines beyond the remit of these councils can be involved

“Capture new global audiences and grow our leading market position in creative content, products and services by adopting, exploiting and developing immersive technologies.”

...not only new opportunities but protect UK’s position as leading, dominant, in this area, and...

“make sure CE in the UK, which is predominantly MSMEs, are equipped to deal with the challenge. This is at the heart of it”.

Background of the call

OBJECTIVES

- UK CREATES 10% OF THE GLOBAL CREATIVE IMMERSIVE CONTENT
- The UK Creative Economy sustains its above average growth
- UK has a low barrier of entry for producing high quality immersive content (affordable for small companies)
- UK has an increased skilled workforce to create immersive content
- Increased private investment in immersive technology (and this will come mostly from CE businesses)

Shape of the call

3 main strands:

- **16m Demonstrator Programme**
- **12m R&D Programme**
- 5m Industry Centre of Excellence

Shape of the call

- Led by the industry partner.
- Academics CANNOT lead on an application but can be a collaborator in any number of applications
- Industry partner must share AT LEAST 70% of eligible costs
- Match Funding:
 - Small companies need to match 30%
 - Medium companies need to match 40%
 - Large companies need to match 50%

Shape of the call

16m DEMONSTRATOR PROGRAMME

“The demonstrators are large scale systems innovations in the application of immersive technologies to specific creative industries subsectors.”

- Deliver a new immersive experience that significantly advances the current state of the art
- Address a market of global commercial value or explore a creative industries sector where the UK has significant current leadership or comparative advantage or both
- Include large publicly accessible tests with live users allowing the gathering of significant data at a scale impossible with technical prototypes

Shape of the call

16m DEMONSTRATOR PROGRAMME

- Collaboration needs to be all the way on the supply chain: content creation to distribution to consumption.
- Possibly only 4 projects of 4m each will be awarded, but this is open to discussion. Also 8 of 2m was mentioned.
- Each project will be funded within a core area: film, fashion, advertising, games, etc...

Shape of the call

12m R&D PROGRAMME

This programme is a combination of 3 activities:

- A **collaborative R&D competition** aimed at making the production of high quality content cheaper, faster and more accessible by driving immersive innovation. Projects ranging from £400k-1m
- An **early-stage design competition** focused on understanding the future consumer, delivering vital insight into audience perceptions and consumer behaviours. Projects ranging from £50k-100k *“not tech focused, but design focused. The whole sector to have better understanding of the audience”*
- A **single company R&D competition** aimed at attracting additional private capital into this emerging sector. Projects ranging from £100k-£200k

Shape of the call

Four main questions during discussion (indicative of what is important to outline on application)

- How does it enhances the user experience?
- What is the market/audience?
- What are the partners?
- Revenue outcomes

Shape of the call

ANTICIPATED TIMELINE

Start:

- Q1 2018/19 – 16m Demonstrator Programme
- Q2 2018/19 – Collaborative R&D Programme (£400k-1m)
- Q3 2018/19 – Design Competition (£50k-100k) and Single company R&D (£100k-200k)

All projects to be completed by Quarter 4 2020/21

Application window will be 8 weeks only

Shape of the call

- There will be other briefing events most likely in the same cities: Cardiff, Manchester, Glasgow and London
- Subscribe at Innovate UK Knowledge Transfer Network (KTN): <https://ktn-uk.co.uk/login>

NOTES

Feedback via Anita Onwuegbuzie anita.onwuegbuzie@ktn-uk.org:

[Tom Fiddian](#); Innovation Lead for Creative Economy, Innovate UK

[John Kingsbury](#) – Head of Digital Economy & Creative Industries, Innovate UK

NOTES

- Match funding cannot be in-kind. Payment will be in arrears, every quarter.
- Can funding cover big brands IP costs?
 - They hope it won't be necessary. All the conversations with large companies indicated that they will not charge.

NOTES

- What is the definition of immersive tech for the purpose of the funding?
 - It is defined very loosely but examples are: AI, AR, MR, Haptics advanced visualisation...
- What is audience for the purpose of the funding?
 - Traditional audiences of the creative industries
- Who can engage as academic partner?
 - Any research organisation recognised by the RCUK as a research organisation
- IP: Agreements to be signed in advance. Innovate UK will not hold any interest.
- Companies can take tax credits? The same as with all RCUK funding.

CHALLENGES/QUESTIONS

Challenges discussed:

- How to allow people to become makers instead of only consumers (i.e. Harry Potter's fans stories)?
- How the removal of geographical barriers help different cultures to interact?
- Changing the journey of life experiences: going to the theatre, for instance.
- Infrastructure issues: everything could be limited by broadband connection.
- Risk involved in the uptake of different evolving technologies.
- Having the content ready if you know which platform to go to.
- Business models are not clear: if it records user's data to be able to work, who owns the data and how it moves around?

CHALLENGES/QUESTIONS

Challenges discussed:

- Generational gaps and soft education of users: “should I open this drawer? Is it relevant to the experience?”. Do we offer different content based on levels of gaming experience?
- Broadening the definition of immersive: how to connect different tech to provide synesthetic experience?
- Empathy: does immersive help people connect better than traditional media?
- If this is a global challenge, how to test the project with a global audience?
- Adoption: 70% of viewings of 360 content in YouTube is watched in 2D.
- Connecting people with people instead of machine with people.

Network Support

- Broker partnerships with researchers, enterprises and cultural organisations (local, national and international)
- Provide feedback for funding applications
- Increase your project's visibility
- Provide sectorial information
- Discuss bespoke collaboration with your project (and provide letter of support)

CONTACT

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