

Production Innovation in Immersive Content Competition FAQ

October/November 2018



Subject Area	Question	Answer/response
Scope and definitions	Definition of Creative Industries	The nine sectors in the UK creative industries are: <ol style="list-style-type: none"> 1. Advertising and marketing 2. Architecture 3. Crafts 4. Design: product, graphic and fashion 5. Film, TV, video, radio and photography 6. Computer games and services 7. Publishing 8. Museums, galleries and libraries 9. Music, performing and visual arts
	Can the project work across or with other sectors?	The primary sector and focus of any project must be the creative industries
	Sport	UKRI will not fund projects or solutions which involve the development or application of tools, products or services in areas other than the creative industries. For example: Sport is not a creative industry in itself, but innovations relating to the broadcast and production of sports content would be eligible
	Advertising and marketing	If the project is in these sectors, then it is in scope. If the project is using advertising companies to develop something outside of the creative industries, this would be out of scope.
	Content in Education	When related to teaching and the classroom environment, this is not in creative industries and out of scope. If the focus of the project is innovation within education, that would out of scope. If the innovation is focused on the creative industries aspects of AR/VR content creation, that would be in scope.
	Immersive technology	Immersive technology refers to technology that blurs the line between the physical world and digital or simulated world, thereby creating a sense of immersion, surrounding the audience so that they feel completely involved in the experience
	Immersive Experience	Multisensory narrative or interactive audience experiences mediated through technologies including: <ul style="list-style-type: none"> •virtual, mixed and augmented reality (VR, AR, MR) •haptics •advanced visualisation •other sensory interfaces
	'Step change'	UKRI are looking to fund step change innovation, not iterations or incremental product development. Your project must demonstrate it can significantly advance the current state of the art in its chosen field.
	Is this funding for creative content development?	UKRI are not funding development of new content in itself (no matter how novel, cross-genre or avant garde it might be). However they are looking to fund projects where the production/exploitation of content is driving technological innovation, including the development of new tools, products or services related to the development of immersive content..

Types of research	What is the definition of Industrial Research and Experimental Research?	https://www.gov.uk/guidance/innovate-uk-funding-general-guidance-for-applicants#categories-of-research-and-development
Types of business	Definitions for Small, Medium and Micro businesses	The definition of micro, small and medium-sized enterprises (SME) used by UKRI is set out in the European Commission Recommendation of 6 May 2003 .
Match funding		Please refer to the project finance guidance: https://www.gov.uk/government/publications/innovate-uk-completing-your-application-project-costs-guidance/partner-finance-form-guidance
Partners	Are international partners allowed?	Projects with global potential and routes to international markets are very welcome, but all partners must carry out their project work in the UK and intend to exploit the results in or from the UK. .
Application process	Video	The video which forms part of the application is not scored in and of itself, but the content of the video will be taken into account when scoring all the other questions. This is your chance to really get your idea across and to address anything you didn't cover elsewhere in your application.

Note: Please get in touch if you have any questions.

Customer Support Services: 0300 321 4357 (Mon-Fri, 9am-5:30pm)

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