

Music and advertising: The future of content creation and the metaverse

A Digital Catapult webinar in partnership with
The BPI and APA

Nov 2021

Welcome and introduction

Emily Savage

Commercial Product Lead - Immersive, Digital Catapult

Max Cleary

Industry Lead - Creative, Digital Catapult

Agenda

4.00 pm – Welcome and introduction

- Emily Savage, Commercial Product Lead – Immersive, Digital Catapult
- Max Cleary, Industry Lead – Creative, Digital Catapult

4.10 pm – Keynote from the Advertising Producers Association

- Steve Davies, CEO

4.15 pm – Panel discussion on Future Visual Content – Virtual Production, Virtual Worlds & the real world metaverse

- Chair: Max Cleary, Industry Lead – Creative, Digital Catapult
- Tiago Teixeira Correia, Director – New Business & Ventures, Warner Music Group
- Anna Watkins, Global Vice President Growth and Brand Partnerships, Technicolor
- Andy Hood, VP Emerging Technologies, WPP
- Meghan Hughes, Head of Global Platform and Developer Marketing, Niantic



Agenda

4.55 pm – Message from the British Phonographic Industry

- Casandra Strauss, Director of Innovation and Special Projects

5.00 pm – Panel discussion on how to deliver the immersive audio experiences that consumers now demand

- Chair: Emily Savage, Commercial Product Lead – Immersive, Digital Catapult
- Javier Foncillas, VP Partnerships EMEA, Dolby
- Jamie Gosney, Commercial Director, Sonosphere
- Sam Slee, Senior Sponsorship Manager, O2
- Mike Whittaker, CTO, Outernet

5.40 pm – Introduction to Digital Catapult’s Virtual Production Test Stage

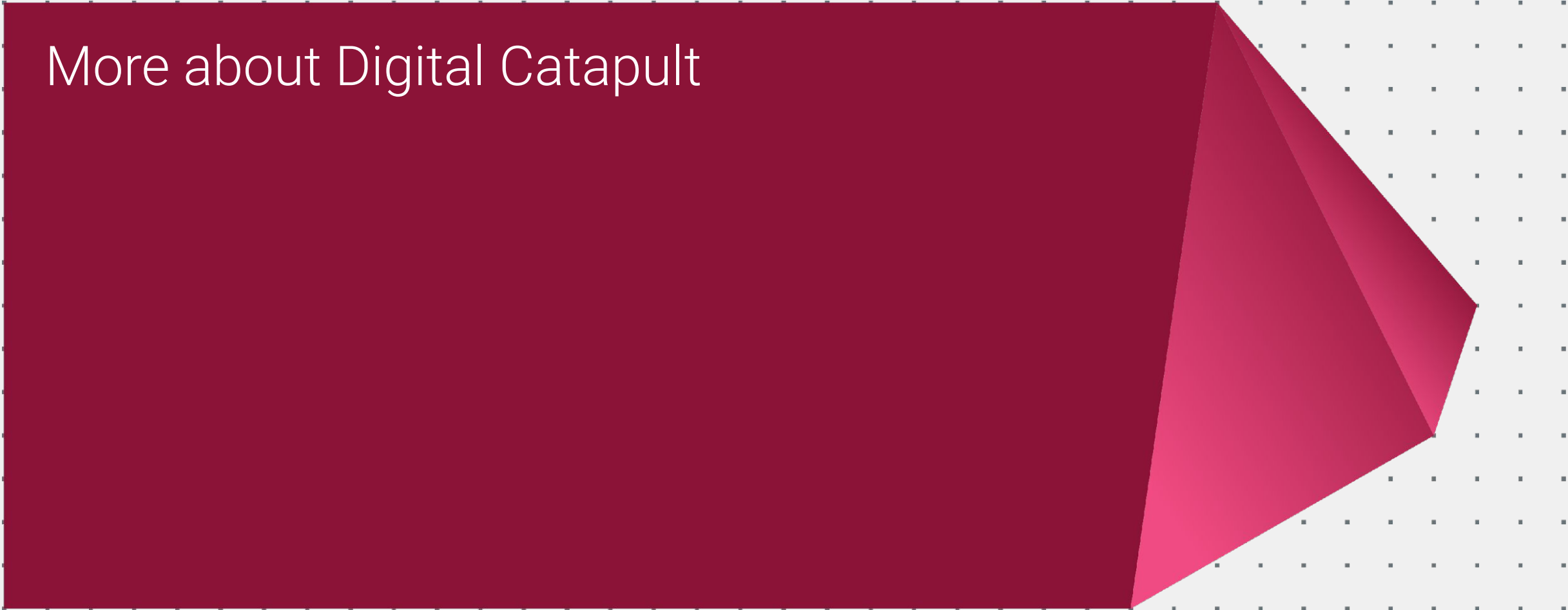
- David Johnston, Senior Immersive Technologist, Digital Catapult

5.50 pm – Closing notes

6.00 pm – End



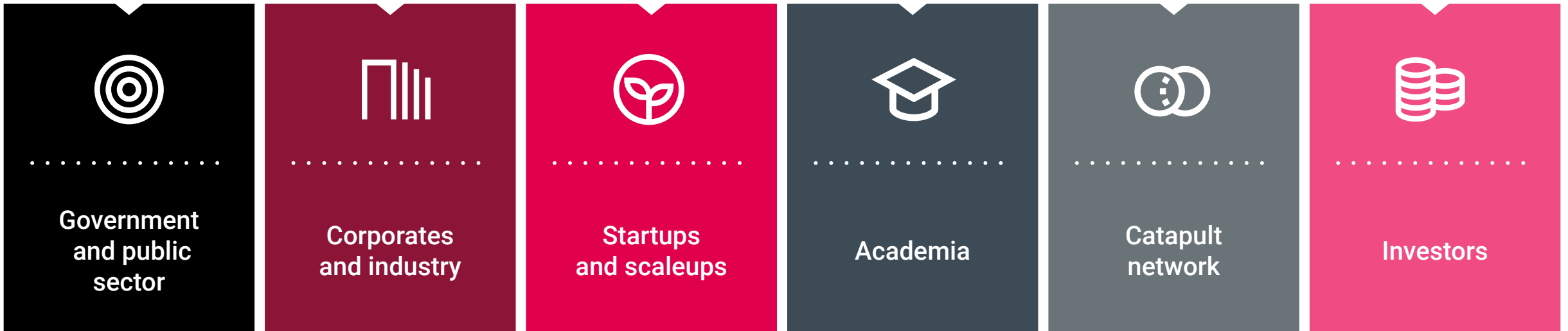
More about Digital Catapult



Digital Catapult is the UK's leading advanced digital technology innovation centre.

We drive early adoption of advanced digital technology.

How we interact with the rest of ecosystem



Convergence of technology and application areas

Virtualised Applications, Services, Content (e.g. Virtual Production & Metaverse)

Advanced Digital Infrastructure

Digital Supply Chains



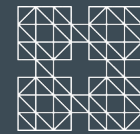
Future Networks – 5G -
IoT



Immersive technologies



Artificial Intelligence and
machine learning



Blockchain & Distributed
ledger technologies

What makes us special



Unique service design and product design practitioners



Deliver innovation projects and build proof of concepts for industry



Expert technologists in XR, AI, 5G, IoT and blockchain



One of the UK's biggest networks of tech startups



High tech facilities e.g. 5G Testbeds, Virtual Production Studio

How advanced content production
builds towards the metaverse

Today we are covering three areas of advanced content creation...

Planet Scale Augmented Reality



Virtual Worlds & Virtual Production



Immersive & 5G-enabled audio



Why are we talking about the metaverse?

An interactive 3D reality that blends the digital and the physical worlds

There are some popular examples, but the term has been hijacked by Facebook/Meta.

The metaverse is a complex convergence of technologies and social change.

Some good ways to think about it are...

- Immature term: “world wide web” in the 90’s
- Umbrella term: collective AR/VR, AI, DLT, 5G trends
- A 3D version of the internet

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But we aren't going to cover anything beyond content today*

* See Matthew Ball & Jon Radoff for more

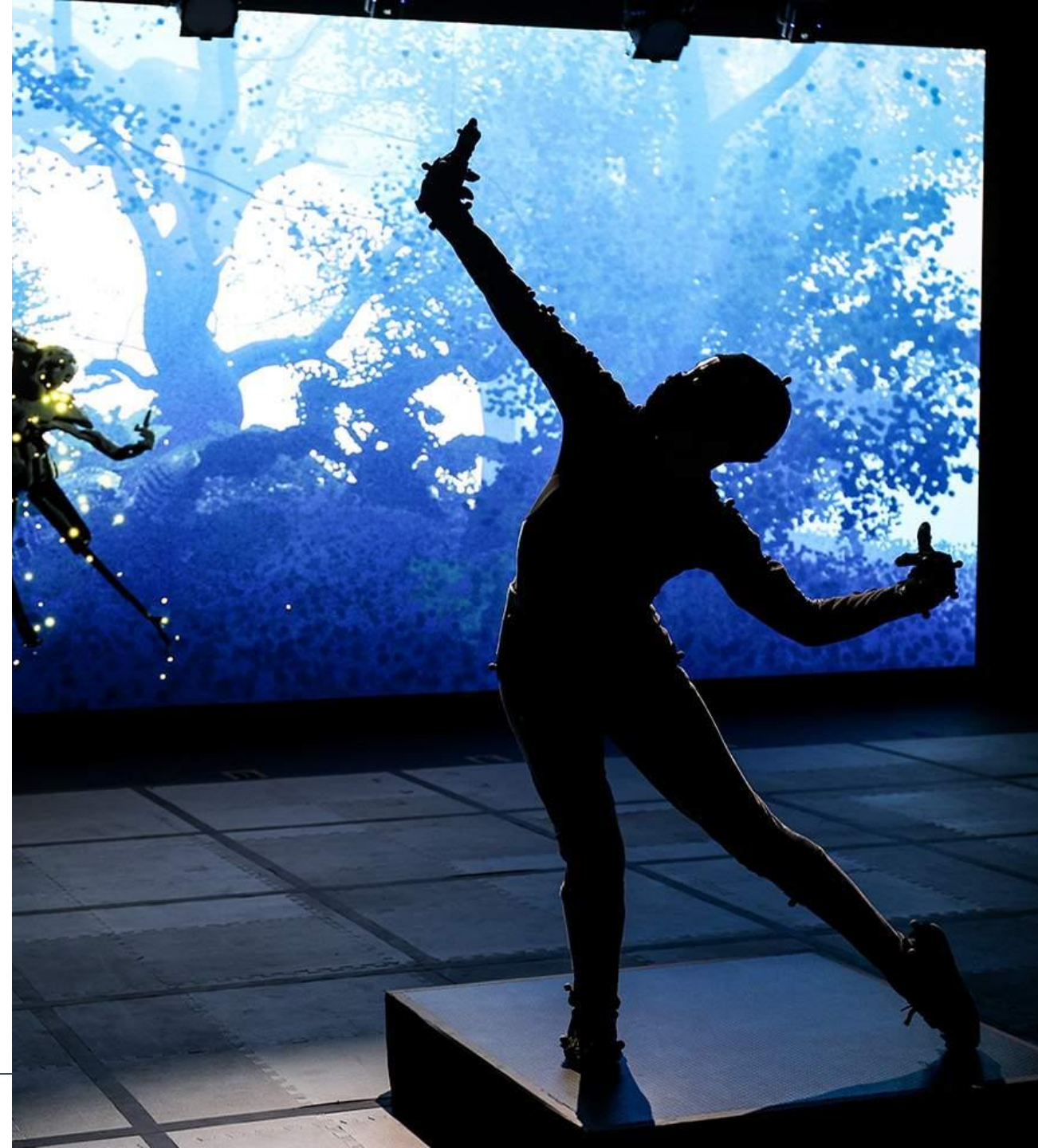
How does the metaverse relate to our 3 areas of content production?

Each of these areas are pivotal to metaverse experiences:

- **Virtual production:** 3D native content
- **Planet scale AR:** Real world metaverse
- **Spatial audio:** Critical for realistic experiences

Why is Digital Catapult talking about this?

- **Convergence** of advanced technologies
- **Government Research & Commercial Projects:** eg. BEIS, 5G, Niantic
- **Launching** a virtual production studio & a metaverse-themed accelerator in 2022



Keynote from the Advertising Producers Association

Steve Davies
CEO

www.a-p-a.net

The Advertising Producers Association

+44 (0)20 7434 2651 CONTACT US APA MEMBERS LOG IN

APA is the trade body for production companies, animation, VFX, immersive, sound design, music & editing companies making commercials.

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Panel 1: Panel discussion on Future Visual Content – Virtual Production, Virtual Worlds & the Real World Metaverse



Andy Hood
VP Emerging Technologies, WPP



Meghan Hughes
Head of Global Platform and
Developer Marketing, Niantic



Tiago Teixeira Correia
Director - New Business & Ventures,
Warner Music Group



Anna Watkins
Global Vice President Growth and
Brand Partnerships, Technicolor

<https://www.themill.com/newsfeed/a-virtual-metal-gig-in-a-metaverse-game-world/>

Keynote from the British Phonographic Industry

Cassandra Strauss
Director of Innovation and Special Projects

The British Phonographic Industry



BPI Innovation Approach - Nov 2021



Who we are

- We are the trade body for UK record labels
- Founded in **1973** to promote and protect British music
- Our members account for **90%** of all the music sold in the UK

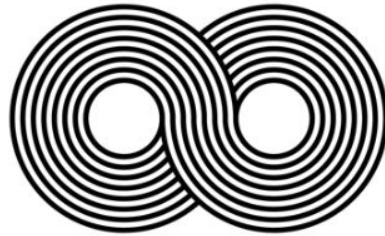


Partisan
Records

500 + indies
in total



Who we are



IN ASSOCIATION WITH
Bowers & Wilkins



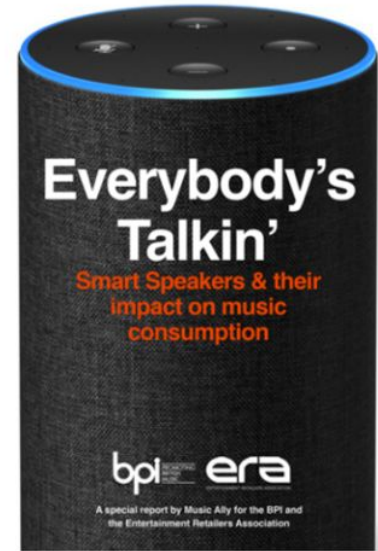
*50% ownership



INNOVATION



Research and Insight



Research and Insight



Music and the Metaverse



The Future of Direct-to-Fan



5G and Music



Artificial Intelligence

Smart Homes and Smart Cars

The Future of Social Audio

The Attention Economy

The Rise of Creator Culture



The Future of Music NFTs



The Evolution of Streaming



Working with startups



- Working with **music tech leaders**
- **85 startups** in our community & growing

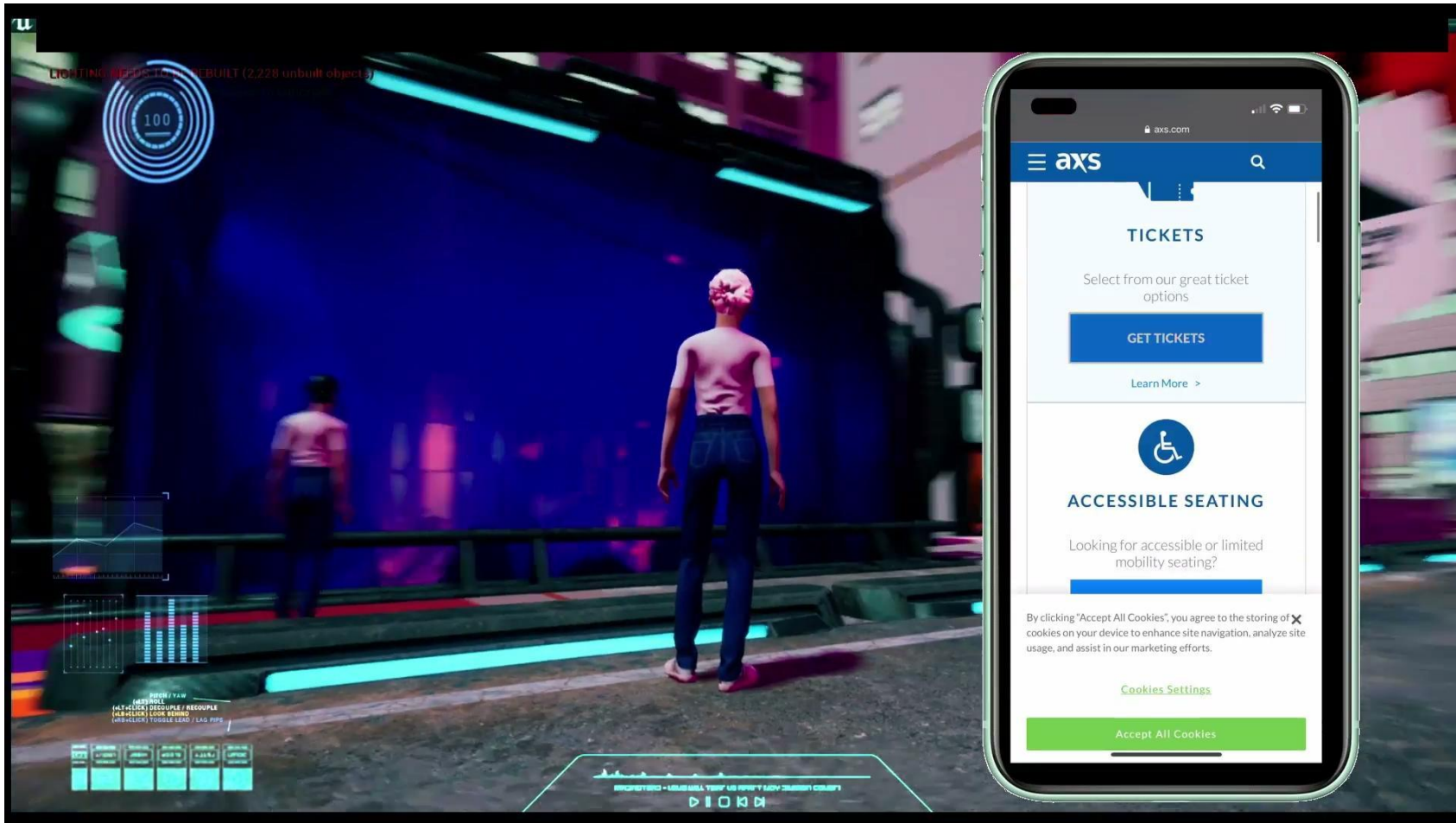
MEET THE STARTUPS



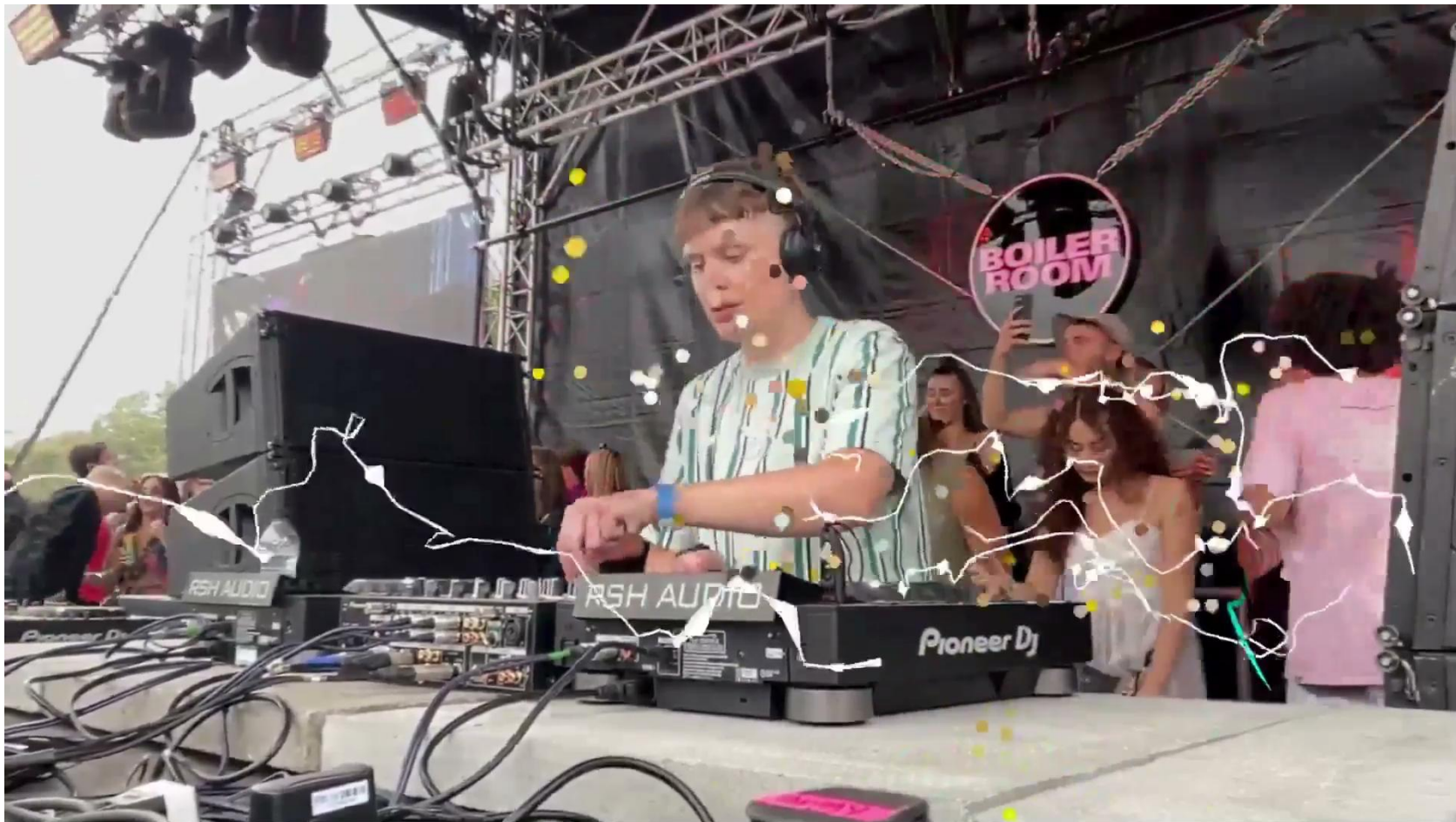
ANYTHING WORLD



RISTBAND



VOLTA XR





The Door Is Open - Get in Touch!
casandra.strauss@bpi.co.uk

Panel 2: How to deliver the immersive audio experiences that consumers now demand



Javier Foncillas
VP Partnerships EMEA, Dolby



Jamie Gosney
Commercial Director, Sonosphere



Sam Slee
Senior Sponsorship Manager, O2
(Telefonica UK)



Mike Whittaker
CTO, Outernet

Digital Catapult's Virtual Production Test Stage

David Johnston
Senior Immersive Technologist, Digital Catapult

Virtual Production Test Stage

VPTS is a joint venture between Digital Catapult and Target3D.

The aims are :

- Establish a research and innovation studio for convergent technologies (so-called 'virtual production' and beyond) - offering digital technology, design capabilities and support for this fast growing area.
- Address gaps in the creative industries, particularly:
 - Hands-on experience of these facilities for independent studios, artists and startups.
 - Training and skills development from academic to CPD.
 - Position the UK as the best place to create and innovate.

Introduction video: <https://www.youtube.com/watch?v=EurBlfEppoM>



Convergent Technologies



Get in touch

David Johnston
david.johnston@digicatapult.org.uk

Senior Immersive Technologist, Digital Catapult

Advanced Content Production

- We are welcoming partners and clients to come and utilise the Digital Catapult Virtual Production Test Stage in Guildford for research projects
- The '5G Festival' will have a showcase of all its research in Brighton Dome in March 2022

Metaverse

- Digital Catapult and Niantic are launching a brand new UK AR Accelerator in 2022 with funding available
- Digital Catapult will be furthering the UK's research agenda in the Metaverse in 2022

Thank you

digicatapult.org.uk

Get in touch with us

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Max.cleary
[@digicatapult.org.uk](mailto:max.cleary@digicatapult.org.uk)