



Extra

Netflix eyes video **gaming** push; White House supports \$65B rural broadband plan

Hassan Aftab

634 words

24 May 2021

SNL Financial Extra

SNLFE

English

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TOP NEWS IN TMT

* Netflix Inc. is searching for an executive to lead the streaming company's gaming expansion, The Information reported, citing sources. The streamer has also reportedly deliberated over providing a roster of games akin to Apple Inc.'s digital subscription offering.

* The White House would support a Republican proposal to allocate \$65 billion for the provision of high-speed broadband in unserved regions, Reuters reported, citing a White House memo. President Joe Biden's original infrastructure proposal includes a plan to invest \$100 billion to bring "affordable, reliable, high-speed broadband" to all Americans.

➤ Cook focuses on privacy and security of App Store practice in Epic Games trial

Apple CEO Tim Cook on May 21 defended the company's vetted approach toward its App Store as fair and necessary for safeguarding user privacy, countering Fortnite game developer Epic Games Inc.'s monopolistic claims against those practices.

➤ MarketWeek: AT&T, Discovery falter amid \$43B content deal; Snap boosted by smart glasses

AT&T Inc. and Discovery Inc. shares sank as Wall Street digested the companies' plans to combine their media assets. Snap Inc. stock got a boost after the social platform unveiled its new smart glasses.

➤ Economics of TV & Film: KBOX Week 20: Domestic box office surpasses \$500M

The domestic box office finally passed the \$500 million mark in week 20, a feat that usually happens no later than three weeks into a normal box office year.

TECHNOLOGY

* Snap agreed to acquire WaveOptics Ltd., a manufacturer of augmented reality display technology, in a cash-and-stock deal worth about \$500 million, CNBC reported, citing a company confirmation. Snap will reportedly make an upfront payment in the form of stock for about half of the deal value.

* The Cyberspace Administration of China accused a number of companies, including Beijing ByteDance Telecommunications Co. Ltd. and Microsoft Corp., of improper collection of user data, Reuters reported. The Chinese internet watchdog also leveled the allegation against Microsoft-owned brands LinkedIn Corp. and Bing, and tech companies Kuaishou Technology and Baidu Inc.

INTERNET AND OTT

* The Irish Data Protection Commission will resume its investigation into Facebook Inc. in relation to the regulator's order to suspend the transfer of European Union users' data to the U.S., Reuters reported, citing a company spokesperson. The DPC gave Facebook six weeks to respond and assist in the probe.

* WhatsApp Inc. continues to "discuss next steps with the relevant authorities" regarding the launch of a platform update in Turkey despite a statement from the country's Competition Board saying the update would not be released, Reuters reported.

* The White House partnered with several dating sites, including Tinder Inc. and Bumble Inc., to encourage people to be vaccinated against COVID-19. The apps will not only help people locate vaccination sites, but also allow vaccinated people to display badges that show their vaccination status and offer premium content.

PUBLISHING

* Tribune Publishing Co. shareholders approved Alden Global Capital LLC's takeover offer during a special meeting. Tribune will become a privately held company upon completion of the transaction, which it expects to take place by May 25.

FILM AND TV

* AMC Entertainment Holdings Inc.'s largest shareholder Dalian Wanda Group Co. Ltd. sold most of its remaining stake in the movie theater company through open market trading on the NYSE. Dalian Wanda acquired AMC Entertainment in 2012 and maintained majority ownership after the company's IPO in 2013.

[Click here](#) for a summary of indexes on the MI platform.

The Daily Dose has an editorial deadline of 8:00 a.m. ET. Some external links may require a subscription. Links are current as of publication time, and we are not responsible if those links are unavailable later.

Document SNLFE00020210525eh5o0008e

Netflix's Geeked Week virtual event is coming next month

Sean Keane

192 words

24 May 2021

CNET News.com

CNEWSN

English

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Netflix is running its first-ever [Geeked Week virtual event](#) from June 7-11, it said Monday, to showcase its upcoming sci-fi, fantasy and superhero movies and shows.

The poster for the free event suggested that we'll get details about [The Witcher season 2's release date](#), [The Umbrella Academy](#) season 3 and its [upcoming](#) Resident Evil [shows](#).

The streaming service suggested we can expect "exclusive news, new trailers, live art, drop-ins from your favorite stars" and other convention-style elements.

[Click to view image.](#)

Also highlighted on the poster are DC Comics adaptation Sweet Tooth, the live-action Cowboy Bebop, The Sandman, The Cuphead Show, Lucifer, and Kevin Smith's upcoming He-Man show Masters of the Universe: Revelation.

No mention of Stranger Things, but we're overdue a release date for [season 4](#) and it feels like a show that'd fit well with this event.

[Click to view image.](#)

The Witcher season 2 might get a release date during Netflix's Geeked Week virtual event. | Netflix | Netflix's Geeked Week got a mini-poster. | Netflix

Document CNEWSN0020210524eh5o0005t

Netflix seems to expand in **gaming** business as it is looking to hire an executive to oversee the division

AnimationXpress Team

Distributed by Contify.com

238 words

22 May 2021

AnimationXpress

ATANIX

English

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Netflix is apparently expanding into videogames and it is looking to hire an executive to oversee its expansion into videogames, according to a source the company is trying to ramp up efforts to grow beyond its traditional business as streaming competition intensifies according to The Information.

The information on the move comes at a time when the video gaming industry is booming from a surge in demand from gamers staying at home during the COVID-19 pandemic. The streaming giant has approached multiple gaming executives in the past month, the sources told the publication. Netflix has not decided yet whether it will make its own gaming content or license it from third-party publishers or some mixture of the two strategies, The Information reported. Netflix has experimented with interactive programming in the past with movies such as Black Mirror: Bandersnatch and You vs. Wild that enabled viewers to decide the characters' moves. It has also created games based on shows Stranger Things and La casa de Papel (Money Heist). But, now it seems the company is looking to push further into the increasingly lucrative gaming market. While the details of the company's games strategy are still very much in flux, it has decided that the games will not feature advertising, the report said.

Document ATANIX0020210522eh5m0002t



CE Noticias Financieras English

Netflix seeks executive for expansion in gaming, agency says

176 words

21 May 2021

CE NoticiasFinancieras

NFINCE

English

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Netflix is trying to hire an executive to lead its video game expansion, signaling that the video streaming pioneer is stepping up efforts to grow beyond its traditional business, according to a person familiar with the matter.

The move comes as competition heats up in the streaming market and follows the expansion in the gaming industry with more people left at home during the Covid-19 pandemic.

Netflix logo in office in the state of California, United States - Lucy Nicholson - 19.jan.21/Reuters Netflix has experimented with interactive programming in movies such as "Black Mirror: Bandersnatch" and "You vs. wild", in which spectators can decide each of the character's movements. He also created games based on the popular shows Stranger Things and La Casa de Papel.

The website The Information disclosed on Friday (21) that Netflix discussed the offer of a package of games similar to Apple's online subscription offer, Apple Arcade, as an option, citing people familiar with the matter.

Document NFINCE0020210521eh5I0085I

UPDATE 2-Netflix in search of executive to oversee gaming expansion - source

212 words

21 May 2021

22:10

Reuters News

LBA

English

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(Updates to change sourcing)

By Eva Mathews

May 21 (Reuters) - Netflix Inc is looking to hire an executive to oversee its expansion into videogames, a person familiar with the matter said, a sign that it is ramping up efforts to grow beyond its traditional business as streaming competition intensifies.

The move comes at a time when the video gaming industry has benefited from a surge in demand from gamers staying at home during the COVID-19 pandemic.

Netflix has experimented with interactive programming in the past with movies such as "Black Mirror: Bandersnatch" and "You vs. Wild" that enabled viewers to decide the characters' moves. It has also created games based on shows "Stranger Things" and "La casa de Papel (Money Heist)".

The Information reported <https://bit.ly/3wmLqWW> earlier on Friday Netflix had discussed offering a bundle of games similar to Apple's online subscription offering, Apple Arcade, as an option.

While the details of the company's games strategy are still very much in flux, it has decided that the games will not feature advertising, the report said. (Reporting by Eva Mathews in Bengaluru; Editing by Vinay Dwivedi and Aditya Soni)

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Netflix may go all-in on gaming, says report (updated)

Henry St Leger

891 words

21 May 2021

TechRadar

TECHR

English

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Despite years of vocal aversion to getting too heavily involved in the world of gaming, it seems that Netflix is eyeing up a hire to oversee a big expansion into games.

Update: A Netflix spokesperson sent over this statement after we published the story below. "Our members value the variety and quality of our content. It's why we've continually expanded our offering - from series to documentaries, film, local language originals and reality TV. Members also enjoy engaging more directly with stories they love - through interactive shows like *Bandersnatch* and *You v. Wild*, or games based on *Stranger Things*, *La Casa de Papel* and *To All the Boys*. So we're excited to do more with interactive entertainment."

Original story: Netflix may be putting together a new gaming division, if latest reports are anything to go by.

[The Information](#) has reported that "Netflix is looking to hire an executive to oversee an expansion into videogames, a sign it is stepping up its efforts to grow beyond traditional filmed entertainment, according to people familiar with the situation." (The report is stuck behind quite a high paywall, just to warn you, though [Reuters](#) has condensed it.)

There's no official job listing for this role (at least, not that we've spotted), but the report's authors claim that various gaming industry execs have been approached about a potential role at the company.

It won't be the first foray into games from Netflix, with crossovers found in the *Stranger Things* video game, or even the number of choose-your-own-adventure flicks on the platform, like [Black Mirror: Bandersnatch](#), or even the finale of *The Unbreakable Kimmy Schmidt*.

But it does sound like Netflix may have even bigger things in store.

* [Best Netflix shows](#) to watch right now

* [Apple TV Plus review](#): what did we make of the service?

* Comparing [Netflix vs Disney Plus](#)

Swimming upstream

If the report is true, it shows a somewhat different stance from Netflix, which appeared to keep a respectful distance from game development for the most part, being content to adapt hit game franchises into flagship series like [The Witcher](#), or titles based on [Tomb Raider](#) or even [Resident Evil](#).

CEO Reed Hastings has acknowledged the draw of big games like [Fortnite](#), acknowledging that the battle royale shooter is a bigger competitor for users' time than any of the other big [TV streaming services](#): "We compete with (and lose to) Fortnite more than HBO."

Back in 2019, though, Hastings spoke at the [New York Times' Dealbook conference](#), and made it clear that, despite increased interest in game streaming by many major players in the tech and entertainment worlds (Google Stadia, Project xCloud) Netflix wasn't planning on getting in on the action.

"We're really focused on doing incredible series and films and unscripted," Hastings said, shutting down the idea of Netflix setting up a standalone platform just for streaming games.

We don't know for sure whether Netflix would be looking to publish its own games based on existing Netflix IP, or offer something of a platform for third-party titles. The report does state that "One option the company has discussed is offering a bundle of games" in a similar vein to Apple Arcade. Apparently, the games won't feature advertising, the report says.

Netflix is the master of the casual binge, and we don't expect to see it releasing long-haul open-world games, as such. More plausible are downloadable games, in the same way Netflix subscribers can download episodes for offline viewing, but we'd be surprised if game streaming wasn't a big part of Netflix's strategy going forward – streaming being the technology that Netflix is built on, after all.

One issue Netflix has been mindful of is the quality of users' internet connections – it offers a low-resolution basic plan that lets viewers watch its content without needing a high-speed fibre optic connection, while more recently we've seen Netflix offer [mobile-only streaming plans](#) to ensure that subscribers can gain easy (and cheap) access to low-resolution content on a small screen.

Gaming will only be more demanding on home internet, though rising connection speeds and external server hosting for game streams (as with Google Stadia) may offer a solution here.

Owning it

A big part of Netflix's streaming strategy over the past few years has been in producing its own content – ensuring it doesn't have to pay as many licensing fees to other studios, and can rely increasingly on Netflix-made content.

If Netflix is looking to delve more into gaming, then, it might be that we see it create its own in-house studio, though the failure of other players in this area should possibly give it pause.

Amazon has famously spent years failing to get its gaming division in order, with multiple cancelled projects including team shooter Crucible ([which only got as far as Early Access](#)) and a [highly problematic / colonial MMO called New World](#).

Gaming may be where the money is, but Netflix would do well to defer to some established developers if it's looking to bring gaming to its homescreen.

* Interested in Disney Plus? Check out the best [Disney plus price](#) for you

[Netflix \(Netflix\)](#)

Document TECHR00020210521eh5I00135

Film

Arts

With Zack Snyder's 'Army of the Dead,' Netflix Aims to Fix Its Franchise Problem; The zombie flick is a ready-made franchise for the streamer, with a prequel movie, a TV series and virtual-reality experience already in the pipeline

By John Jurgensen

1,427 words

19 May 2021

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The Wall Street Journal Online

WSJO

English

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"Army of the Dead" rolls several tried-and-true movie plots into one. A heist involving a cash-filled vault. A motley band of fighters reuniting for one big score. Lots of zombies.

It's also the brainchild of Zack Snyder, a director with hardcore fans and a filmography featuring Superman, Batman and other major Hollywood assets.

These are the components of a franchise starter kit for Netflix, which is going after movie properties that can grab viewers on a global scale and keep them coming back for more installments. [The company rolled out "Army of the Dead" in about 600 movie theaters last week](#) (its widest theatrical release yet) ahead of a streaming premiere Friday. But before anyone had even seen the movie, Netflix shot a prequel ("Army of Thieves") expected later this year, and entered production on an anime series ("Army of the Dead: Lost Vegas") set for next year. Coming this summer, a virtual-reality experience that pops up in various cities, where ticket buyers can ride a simulated taco truck into zombie-infested Las Vegas on a search-and-rescue mission.

"People don't want to wait. They are used to series—they want to binge it," Mr. Snyder says. "Now there's so much content, you forget. 'Army of the Dead,' what's that? Oh yeah, that zombie movie from a couple years ago."

"Look, now they're doing all the 'Game of Thrones' prequels, but how many years later?" adds Deborah Snyder, a producer of the film and its offshoots with Mr. Snyder, her husband.

Netflix is building franchises in an effort to fix a disadvantage it has in Hollywood. Despite the company's dominance of the global streaming business, it doesn't own the kind of time-tested intellectual property that reliably spawns tentpole movies and TV series, to say nothing of merchandise and theme park attractions. That I.P. (in industry parlance) is what Marvel and "Star Wars" are to Disney, and "Fast & Furious" and "Jurassic Park" are to Universal, and "Game of Thrones" and DC superheroes are to WarnerMedia.

Related

* [WarnerMedia-Discovery Merger Sets Up Rivals for Big Decisions](#)

* [Zack Snyder's 'Army of the Dead' and Other Netflix Movies Turn Up in Theaters](#)

When it comes to the lack of legacy film franchises in its portfolio, the streaming giant says it's an underdog. "We're four years old, not 104 years old like many of our competitors," says [Scott Stuber, head of Netflix films, referring to his time leading the division](#). "So we've got to be scrappy and we've got to hustle."

The company recently bought two sequels to director [Rian Johnson's hit murder mystery "Knives Out" for reportedly more than \\$400 million](#). It announced a sequel to "Enola Holmes," starring Millie Bobby Brown as a sleuthing sister of Sherlock Holmes. Mr. Stuber says he has good scripts in hand for sequels to the action movies ["Extraction"](#) (which starred Chris Hemsworth) and ["The Old Guard"](#) (Charlize Theron).

"Army of the Dead" is based on an idea Mr. Snyder hatched after directing a 2004 remake of "Dawn of the Dead." In the aftermath of a zombie outbreak, the undead (led by a subset of cunning "alpha zombies") have been confined to Las Vegas, which is slated for nuclear destruction. A war hero played by Dave Bautista (an acting veteran of several Marvel blockbusters) has to run the zombie gauntlet with his team to retrieve a fortune from a casino vault and win back the love of his daughter.

In 2019 Netflix acquired the project from Warner Bros, where Mr. Snyder made movies for some 15 years. "Army" never progressed past the concept stage there, but Netflix fast-tracked the movie. "As quick as you can write it, we'll do it," Mr. Stuber recalls telling the director.

The projected budget was reported to be \$90 million. The Snyders say the actual production cost was lower, and far cheaper than the name-brand superhero movies he made for Warner Bros. with budgets north of \$200 million.

"For Netflix it's a big deal, but not a deal breaker. They would have made another movie like this for what it cost," the director says. "But for Warner Bros., if they make a Batman movie, that's a deal-breaking movie for them. All the eggs they have are in that basket."

At Warner Bros. Mr. Snyder applied a kinetic, often brooding cinematic style to comic-book adaptations like "300," and the studio's stable of superheroes in "Watchmen," "Man of Steel" and "Batman v Superman." His relationship with the studio cratered during the making of the all-star vehicle "Justice League," as they clashed over issues such as running length and the director's intentions for certain characters. Then Mr. Snyder left the project after the death of his 20-year-old daughter. Warner Bros. hired a different director, Joss Whedon, who finished the movie and injected a lighter tone. The release was panned and Mr. Snyder's fans waged an online campaign to see his version. The studio paid \$70 million for him to complete his alternate cut of the movie, and released the four-hour saga (title: "Zack Snyder's Justice League") in March on the HBO Max streaming service.

"At Warner Bros. the I.P. was a liability to me, because it was this monolithic thing with glacial movements, and only surrounded by fear. It was all defense all the time," Mr. Snyder says.

At a Friday night showing of "Army of the Dead" at a 12-screen Cinemark theater in Hazlet, N.J., 19-year-old Jake Maida is the kind of fan Netflix is betting on—a Zack Snyder aficionado who is excited to see what the director does with the creative leeway granted by the streamer. "It's just nice to have him in total control of his work," said Mr. Maida, who was at the cineplex with his dad and a bucket of popcorn each.

Netflix's franchise agenda goes hand in hand with its quest to feed international subscribers homegrown content. "Army of the Dead" has a cliffhanger ending designed with export in mind. "Zombies are a global thing," Mr. Stuber says. "There's no reason they can't be in Bogotá or Paris" or other places where Netflix produces local-language movies and TV shows.

Urged to consider "Army of the Dead" offshoots set in other countries, Mr. Snyder's team came up with one for a character in the movie named Dieter, an off-kilter safecracker played by Matthias Schweighöfer. Though virtually unknown in the U.S., he is a famous actor and filmmaker in Germany. He directed and starred in "Army of Thieves," which was shot around Europe over two months last fall. The prequel movie features an international cast and a story about robbers who take advantage of the financial disruption caused by America's zombie problem.

"I love the word 'franchise' because it sounds so cool and we don't have them in Germany," Mr. Schweighöfer says.

For Mr. Bautista, a former pro wrestler known as the fan-favorite character Drax in Marvel's "Guardians of the Galaxy" films, taking the lead in "Army of the Dead" was part of a plan to actually transition away from big action franchises. "I want to be in business with Netflix because I want to be a filmmaker, not of big epic films, smaller films," he says. Mr. Bautista recently joined the cast of Netflix's first "Knives Out" sequel.

The Snyders draw a distinction between "cinematic universes" that studios derive from existing libraries of intellectual property, and their own attempt to create one from scratch with "Army of the Dead."

As Mrs. Snyder puts it: "In a world where everyone is reinventing I.P. that we've seen already—a regurgitation of a movie from 10 years ago, a TV show coming back with a new cast—to have something original is just refreshing."

Write to John Jurgensen at john.jurgensen@wsj.com

SHARE YOUR THOUGHTS

Has Netflix released any movies that you would like to see expanded as franchises? Join the conversation below.

[With Zack Snyder's 'Army of the Dead,' Netflix Aims to Fix Its Franchise Problem](#)

Document WSJO000020210519eh5j0030d

Microsoft launches Xbox Cloud Gaming beta services for iPhones, iPads & PCs. AKA, Netflix of Gaming World

224 words

5 May 2021

This Day

AIWTHD

English

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Xbox Cloud Gaming services, now being rolled out by Microsoft as an invite-only service (for now) was once called as xCloud. The service is now in the beta stage and will be available on iPhones, iPads and PCs.

Xbox Cloud Gaming services will let the gamers pay a subscription fee of \$14.99 per month. In return, the gamers get access to 100+ gaming titles. The Xbox Cloud subscription model is similar to that of OTT platforms, for example, Netflix. An exciting proposition for gamers as they can invest less to play more. However, the launch faced a setback and was delayed because of Apple.

Xbox Cloud Gaming services were scheduled to go live sometime back and were on track for the launch. But Apple updated the guidelines/rules in September 2021 for developers on the App Store, which delayed the launch. As per the new guidelines/rules services, like Xbox Cloud Gaming would have to offer each game as an individual download instead of giving access to a library. So Microsoft went on to redesign the services to cater for subscribers on web browsers.

22 countries will get access to Xbox Cloud gaming services first. Later, Microsoft will invite more and more users to join in.

Document AIWTHD0020210505eh55000gp



07:24 EDT Microsoft making progress toward being 'Netflix of Gaming,' says...

121 words

1 April 2021

Theflyonthewall.com

FLYWAL

English

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07:24 EDT Microsoft making progress toward being 'Netflix of Gaming,' says Morgan StanleyMorgan Stanley analyst Keith Weiss said he believes Microsoft's (MSFT) 18M subscribers for Game Pass demonstrate its progress toward becoming the "Netflix of Gaming" and that a possible acquisition of Discord, as reported about in the The Wall Street Journal, would represent a meaningful 'Community' addition to build on its leading gaming assets. Weiss also noted that Discord is currently hosted on the Google Cloud Platform (GOOGL), stating that migrating Discord to Azure would "represent a meaningful large scale Azure win" for Microsoft. Weiss has an Overweight rating and \$290 price target on Microsoft shares.MSCO

Document FLYWAL0020210401eh4100c9p

Culture

Netflix-style streaming platform and virtual reality gigs may help Scottish music offset Brexit and Covid impact

Brian Ferguson (bferguson@scotsman.com)

580 words

11 March 2021

The Scotsman

SC

English

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Scottish musicians are being urged to create new “immersive” concert-going experiences using virtual and augmented reality to mitigate the impact of Brexit, the pandemic and the climate crisis on their work.

A new [blueprint](#) for the future of the industry suggests venues across the country are fitted out with the latest technology to allow high-quality pay-per-view concerts and events to be beamed around the world via a new Netflix-style streaming platform dedicated to Scottish music.

It urges musicians to embrace new technology amid warnings that if constraints caused by new visa restrictions, concerns about the environmental impact of touring overseas and prolonged Covid-19 restrictions become acute “live events as we have come to know them may change dramatically.”

The creation of a new streaming service for Scottish music offering acts a much better financial deal than the likes of Spotify or Apple and a new “crowd investment fund” are suggested to help develop audiences and generate more income for artists.

Other [ideas](#) proposed include setting up a dedicated Scottish music export office to offer visa and permit advice to acts, agents and promoters, as well as coordinate “trade missions” on behalf the sector, and the creation of a Scottish music “talent bureau” to help new and unsigned acts get off the ground.

The ideas have emerged in “Moving Forward,” a major report published by the [Scottish Music Industry Association](#) (SMIA), the main voice of an industry worth £430 million to the economy in 2019.

The blueprint for the future states that the UK’s departure from the European Union and the Covid-19 restrictions which were brought in nearly a year ago had caused “a major period of reflection for the sector.”

However the [report](#) also states that, helped by the dramatic changes in how new music has been produced and consumed, there was now an opportunity for the Scottish music industry to “reimagine and reposition itself in such a way as to take a lead into a new and changed set of circumstances for the music industry globally.”

It states: “If it is the new normal that touring overseas will become more problematic because of Covid-19 constraints, concern about environmental impact and general friction from administrative costs and burdens, should this be embraced as an opportunity to showcase talent differently?

“The growth of live streaming platforms and their acceptability, and indeed preference to many consumers, is already a well established reality in the film and television production sectors.

“A series of venues across Scotland equipped with streaming infrastructure which feed directly into a centralised production hub would create a curated and dedicated rolling stream of Scottish music distributed to a global audience.

“Developments in technology present us with ever more enticing and attractive opportunities for creating ever more compelling digital experiences through the use of virtual and augmented reality and real-time, simultaneous collaborations, and so develop much more immersive experiences.”

SMIA chair Dougal Perman said: “The Scottish music industry is full of creative, entrepreneurial people. In order to move forward, we need to be positive and progressive.

“By adopting an innovative mindset, working together and focusing efforts we can find solutions to our problems and identify and exploit new opportunities.

“We want this report to stimulate new thinking, fresh ideas and highlight ways for us to move forward.”

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