



EUROPEAN COMMISSION

Directorate-General for Communications Networks, Content and Technology

Data

Interactive Technologies, Digital for Culture and Education

Luxembourg
CNECT/G2/AP

TO WHOM IT MAY CONCERN

Stakeholder consultation/engagement in the context of the “Zero-distance XR applications and services” study

Dear Sir/Madam,

I am in charge of unit “*Interactive Technologies, Digital for Culture and Education*” at the European Commission’s Directorate-General for Communications Networks, Content and Technology (DG CNECT). One of the mandates of my unit is to support the research, development and wider take-up of Extended reality (XR) technologies in all sectors.

In the framework of this mandate, my unit has commissioned the consortium led by Visionary Analytics a study to assist the Commission in preparing strategy and actions to contribute to the strengthening of the XR industry, and incentivise industrial digitalisation through the uptake of XR technologies, in a competitive, secure, and ethical environment.

The study will present a panorama of the EU-wide XR industry and market highlighting opportunities, challenges, gaps and risks, and existing synergies. It will also provide an overview of the XR technologies main use cases, adoption level across the EU industries and sectors, and impact on businesses, processes, marketing, and investment strategies, while analysing the extent of the barriers to adoption and mitigating measures. Global competition aspects, in the context of the dominant US and Asian competition will also be examined to better assess EU’s position and support strategic projections for the XR industry.

For the purposes of the study, Visionary Analytics and their partner Ecorys will be organising interviews, workshops and Delphi survey with key industry players and other relevant stakeholders.

I would therefore be more than grateful if you would agree to collaborate or participate, where needed, in these consultations to support the data-gathering process. Your input is invaluable to gathering a robust evidence base for the study.

Should you need any further information, please do not hesitate to contact the Project Coordinator, Jonas Antanavičius from Visionary Analytics (jonas@visionary.lt) or the Policy Officer in the European Commission, Andreea Popescu (Andreea.POPESCU@ec.europa.eu).

Thank you in advance for your support.

Yours sincerely,

Rehana Schwinninger-Ladak

Head of Unit