NOVEMBER 2024

ekip

Immersive Tech

Special Focus #3
Social Media Observatory

NEXTATLAS

Data Scientists

Insight Strategists

Foresight Scientists

NEXTATLAS

LEVERAGING THE POWER OF THE EARLY ADOPTERS

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AI-enabled Foresight

NEXTATLAS

Leveraging the Power of the Early Adopters

Unbiased Audience Insight

Our proprietary AI pinpoints innovators and early adopters on social media. This always-on, unbiased AI analysis uncovers emerging innovations before they reach the mainstream

300K+

Early Adopters

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Discovering Weak Signals Before They Go Mainstream

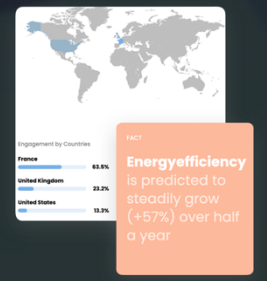
We identify 'weak' signals of major market shifts to uncover untapped opportunities. We set up bespoke analysis based on advanced consumer segmentation and the use of bespoke taxonomies to enrich research outputs.

Images + Texts

We apply NLP techniques with a proprietary Computer Vision model to extract value from texts, images and to generate insights that are further enhanced with expert curation.

Always-on Predictions

We generate and constantly track future trends and behavioral shifts, delivering short, medium and long terms predictions which are always up to date.



Data Collection

DATA SOURCES

The data acquisition process involves retrieving information from a variety of social platforms, including YouTube, Instagram, Twitter, and Behance, **leveraging their open APIs to ensure an efficient and transparent procedure**.

Additionally, there is flexibility to incorporate new data sources in response to the dynamic nature of the social media landscape, allowing for **ongoing adaptation and enrichment of the dataset**.

YOUTUBE

- Global user base
- Video content & comments
- Cross-generational

BEHANCE

- More than 10 million members, all pertaining the global creative community

INSTAGRAM

- Worldwide diffusion
- Highly visual
- Cross-industry consumer conversations

X (FKA TWITTER)

- Worldwide diffusion
- Possibility to ask a wide variety of queries
- Embedded geo-localization

GDPR COMPLIANCE

Nextatlas fully respects the privacy of all involved physical persons, as described in the **privacy policies** that are presented to its users, customers and stakeholders (see links below). The collected data has the purpose of enabling Nextatlas to provide its service, Nextatlas does not conduct additional investigations on the data it collects.

Privacy Policy | Author Privacy Policy

The activities of Nextatlas are fully compliant with the **Regulation (EU) 2016/679** ("GDPR", or General Data Processing Regulation):

- Measures are taken **against indiscriminate storage of unnecessary data** or **data retention for longer-than-necessity timespans** (in agreement with the data minimization principles stated in Art. 25 of the GDPR),
- Data at rest is fully pseudonymized to **minimize leakage of Personally-Identifiable Information** in case of unwanted or malicious data leaks. **Pseudonymization** of data at rest is achieved by always storing Personally-Identifiable Information in a pseudonymized form on the database. All machines holding the data do not know how to anonymize/denonymize, a task that is kept strictly separated on machines which do not hold the data.
- Best-practice **system security measures** and **data leak response plan** are implemented to protect the servers from undesired or malicious access.

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O1 CCIs Community

Social Media Observatory

O2 Immersive Tech

Special Focus #3

O3 Discreet Wearables

Nextatlas Trend

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01

CCIs Community

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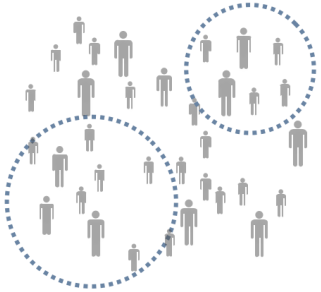
Our Methodology for ekip

A. COMMUNITY CREATION

01. USER DETECTION

The community is formed by selecting pre-identified users from Nextatlas' early adopters, adding EU policy-related profiles, and then by analyzing European creatives' profiles on Behance platform.

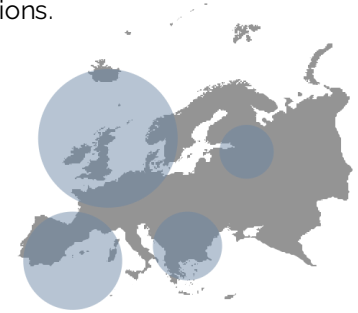


02. FILTERING PROCESS

User profiles undergo screening to ensure a higher quality of content within the community. To meet the criteria, profiles must not be spammers, should refrain from posting sponsored content, must ensure a substantial amount of content contribution to conversations, and must be located in Europe.

03. REGION ANALYSIS

Countries within Europe are segmented into the four identified macro-regions, and the presence of profiles is recalibrated to achieve a balanced representation across the different regions.



04. INDUSTRY ANALYSIS

The cultural and creative industry to which each profile belongs is determined.

05. FINE TUNING

Additional factors such as gender and the presence of voices representing macro and micro realities are evaluated to ensure diversity

B. CONTENT EXPLORATION

01. CONTENT ANALYSIS

User-generated content within the community is scrutinized employing NLP techniques alongside a proprietary Computer Vision model. This approach allows the extraction of insights from both textual and visual elements.

02. CONTENT CLUSTERING

A. Top-down clustering

In the top-down approach, predetermined areas of interest are established by associating selected keywords and grouping related content accordingly. This technique aids in exploring the community's perceptions on specific topics.

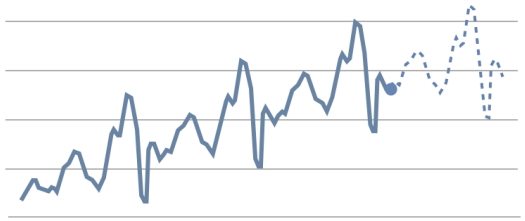
B. Bottom-up clustering

The bottom-up approach automatically groups content with similar keywords or shared topics, revealing spontaneously emerging themes from user conversations.

C. EMERGING THEMES

01. THEME ANALYSIS

Upon identifying emerging themes, an in-depth analysis is conducted to pinpoint the key elements of conversations related to the analyzed topics. This includes identifying the regions and industries most engaged with these topics.



02. INSIGHT GENERATION

Different kinds of information are gathered and subjected to human-curated analysis to unearth meaningful insights and identify compelling directions for further exploration.

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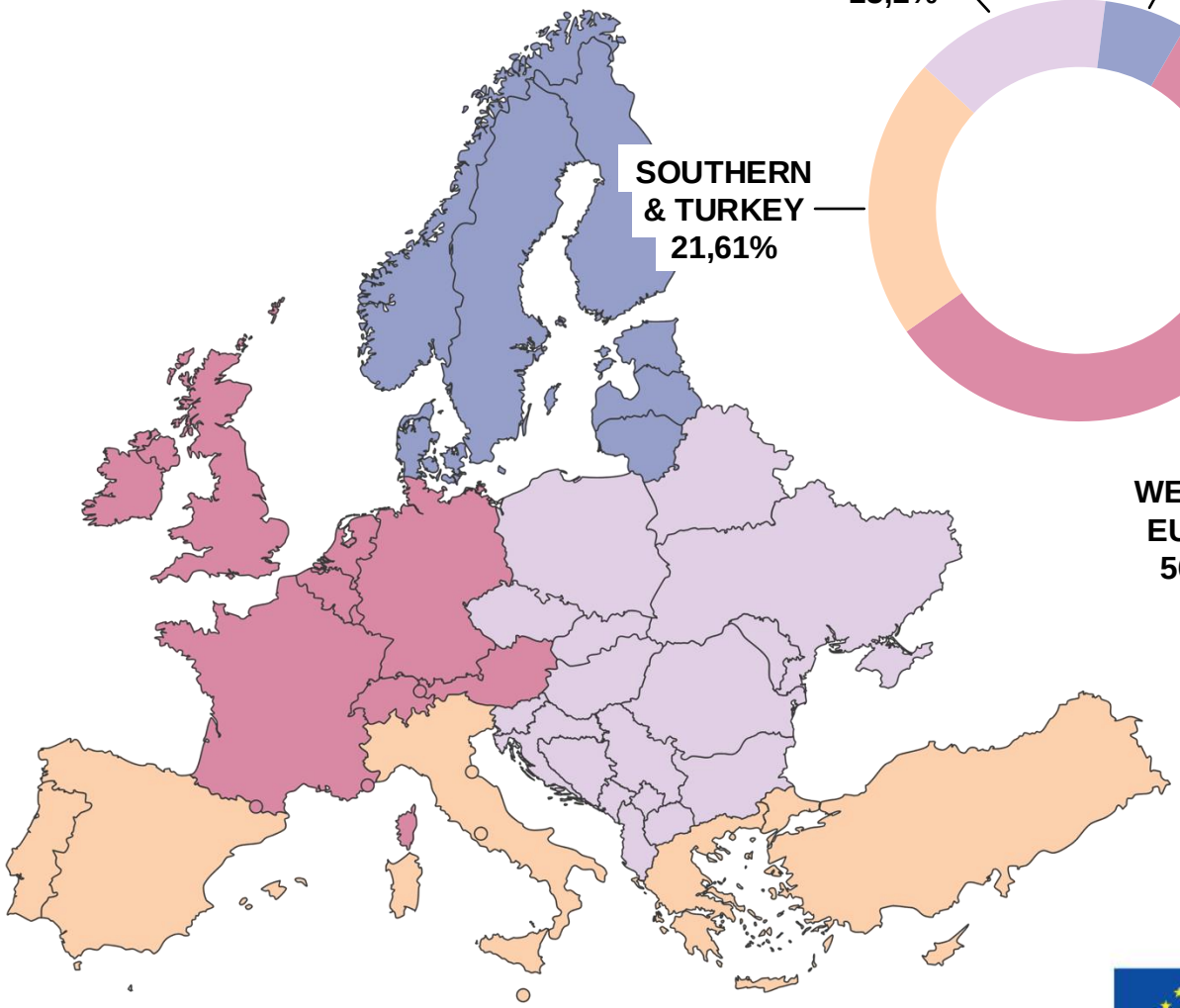
Regional Distribution

10K+ profiles observed across various platforms



The ***"Regional Distribution"*** pertains to the profiles within the established creative community

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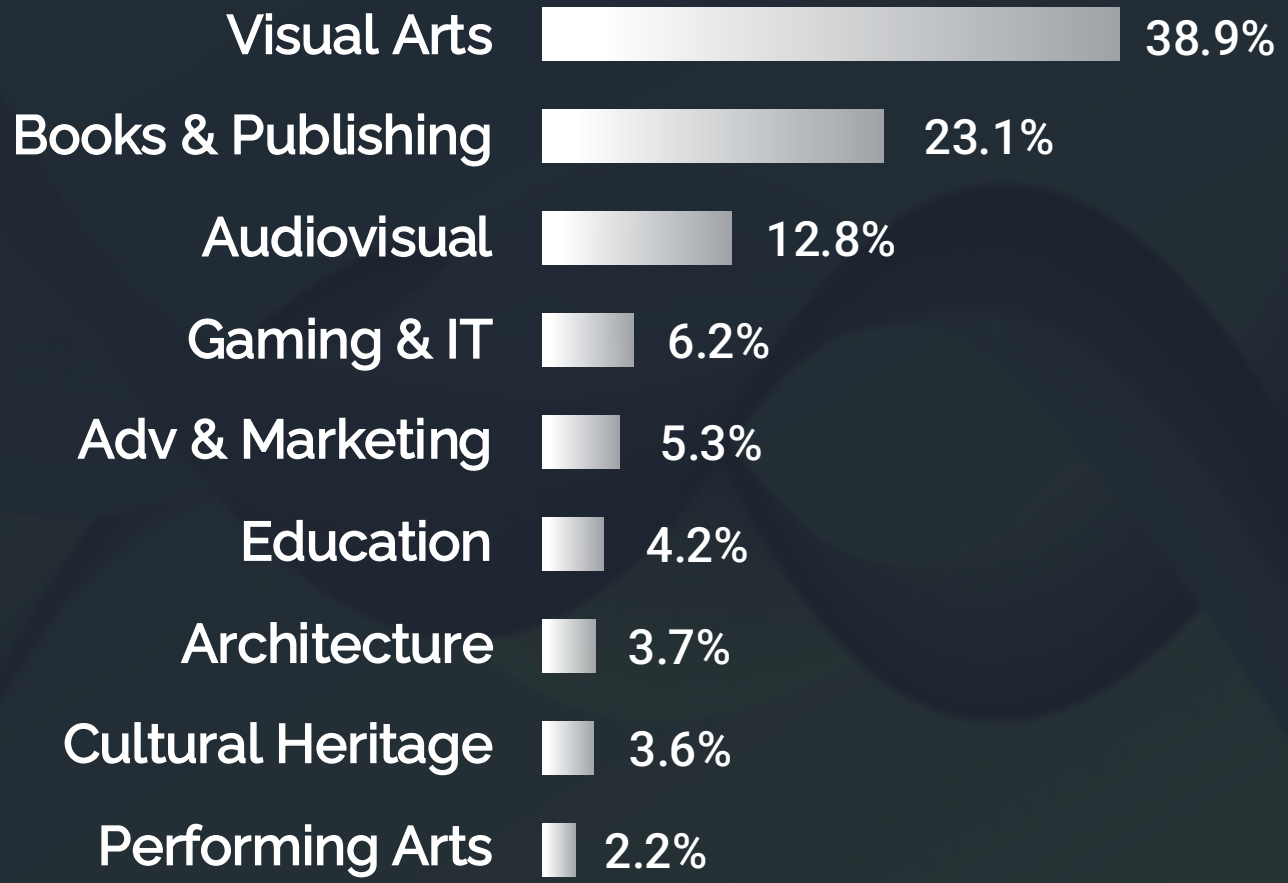
CCIs Distribution

Compared to previous analyses, the Ekip community has been reassessed to align with the evolving categorization of Cultural and Creative Industries.

WHAT'S NEW?

- Creation of a dedicated category for **Performing Arts**
- Increased focus on the **Gaming** sector
- Ongoing efforts to ensure **more balanced representation** across all CCIs



The ***"Industry Distribution"*** pertains to the profiles within the reviewed creative community

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Region X CCI

	Northern	Western	Central & Eastern	Southern & Turkey
REGIONAL DISTRIBUTION	6,35%	56,94%	15,1%	21,61%
TOP INDUSTRIES	Visual Arts 56.6% Architecture 9.4% Books & Publishing 6.6% Advertising & Marketing 6.2% Audiovisual 6.0% Gaming & IT 6.0% Cultural Heritage 5.0% Education 3.5% Performing Arts 0.7%	Books & Publishing 32.2% Visual Arts 30.1% Audiovisual 14.9% Education 4.8% Advertising & Marketing 4.8% Gaming & IT 4.2% Cultural Heritage 3.7% Performing Arts 2.9% Architecture 2.5%	Visual Arts 56.8% Gaming & IT 12.4% Architecture 7.4% Audiovisual 6.3% Books & Publishing 5.3% Advertising & Marketing 4.4% Education 3.5% Cultural Heritage 2.8% Performing Arts 1.1%	Visual Arts % Books & Publishing 16.0% Audiovisual 13.2% Advertising & Marketing 6.9% Gaming & IT 6.3% Cultural Heritage 3.3% Education 3.2% Architecture 2.5% Performing Arts 1.7%

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The ***"Regional Distribution"*** and ***"Top Industries"*** data pertains to the profiles within the reviewed creative community

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02

Immersive Tech

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Immersive Tech

The *"Timeline"* graph shows the relative interest in this topic in our creative community posts

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Immersive Tech

Metaverse
CGI
Augmented Reality
VR
XR
Virtual Reality
Mixed Reality
Computer Generated Imagery

Motion Tracking
Gesture Recognition
Eye-tracking
3D Modeling
Wearable Technology
Real-time Rendering
Sensors

AR Simulation
VR Application
Interaction Design
Virtual Environments
Smart Glasses
Users Interfaces
Headsets

Distribution
Metaverse Production
VR Development
XR Lab
AR Prototyping
Businesses
Testing

Realistic Impressions
Immersive Reality
360 degree video
Immersive Experience
Virtual Worlds
Immersive Venice
Digital Twins

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Immersive Tech

Cluster A

Virtual realities in the creative world

Cluster B

VR, AR and XR Design and Tech

Cluster C

AR, VR and XR in tech business and process

Cluster D

Immersive media experiences

Cluster E

Technologies for new immersivity

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Cluster A

Virtual realities in the creative world

With new specialized tools, more and more artists are creating works using virtual and augmented reality—from sculptures crafted with VR headsets to 3D digital editing displays. However, there **remains a gap between creators and audiences in the adoption of these virtual spaces**. In recent years, learning and exhibition spaces have been working to make virtual experiences more accessible.

The **gaming world**, in particular, offers significant potential: many mobile games already incorporate elements of the metaverse, often seamlessly, **making it a familiar and accessible environment for users**.

Conversations are spread all over Europe, with **Central and Eastern countries** sparking interest in IT potentialities.

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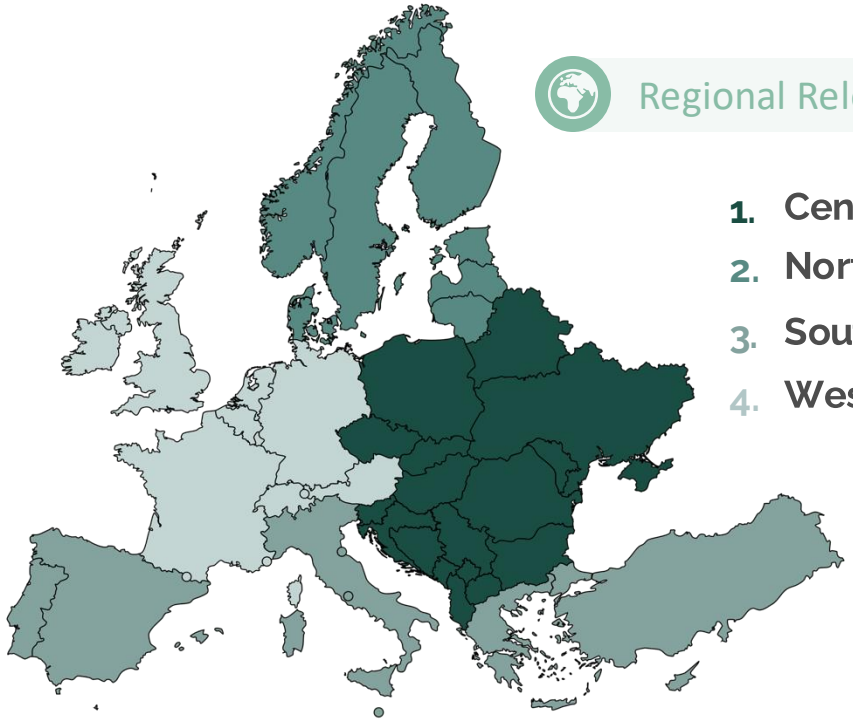
Cluster A

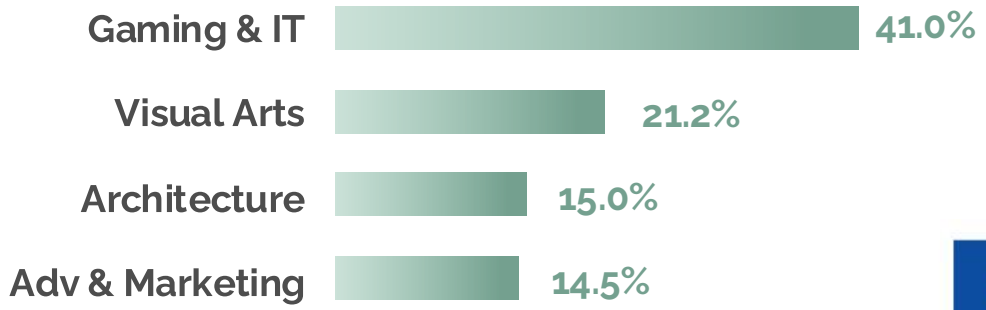
Virtual realities in the creative world



Regional Relevance

1. Central & Eastern
2. Northern
3. Southern & Turkey
4. Western

Top CCIs



The ***Regional Relevance*** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. ***Top CCIS*** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.

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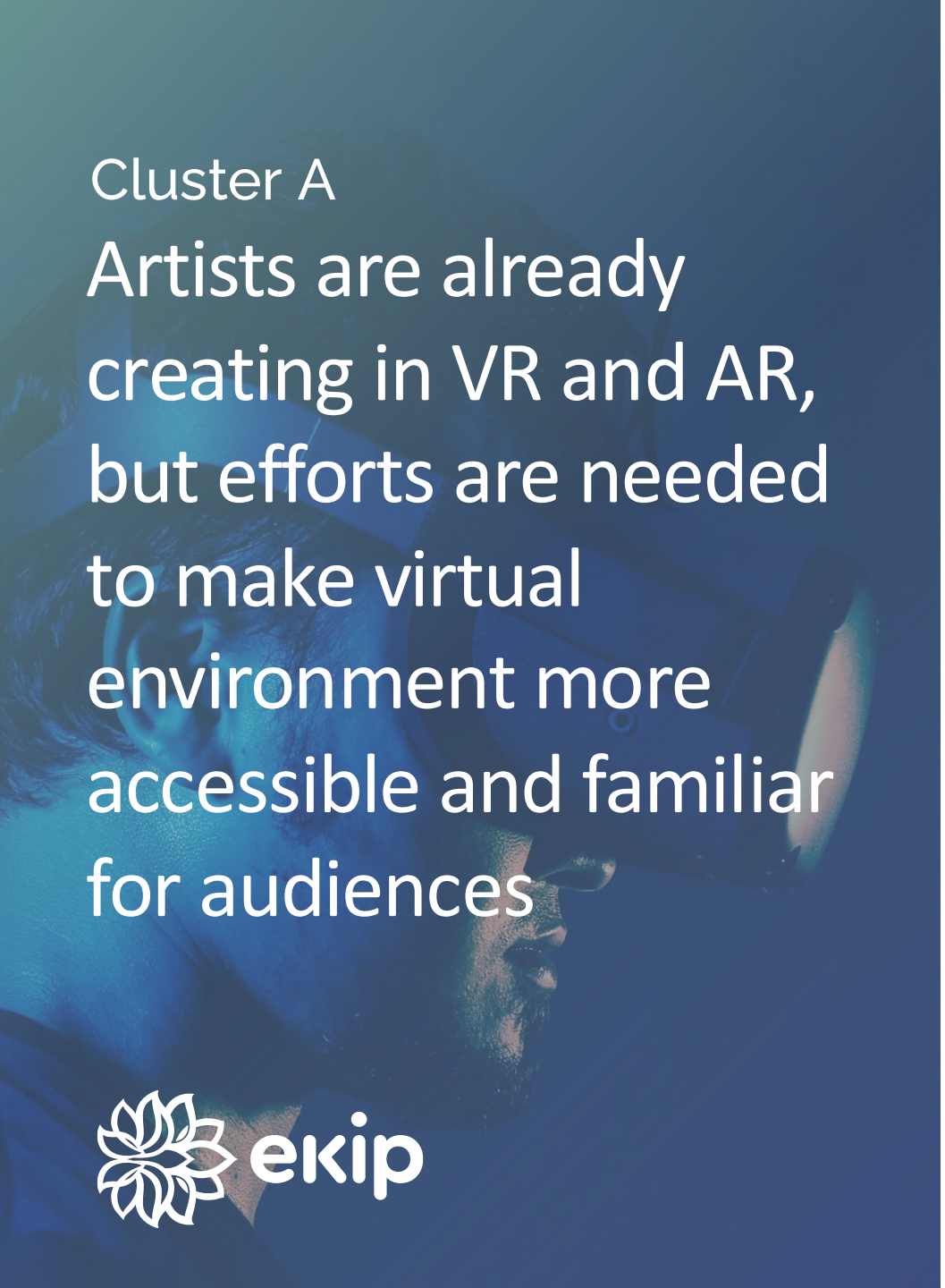

Cluster A

Artists are already creating in VR and AR, but efforts are needed to make virtual environment more accessible and familiar for audiences

Key Concept & Tags

Increasingly Popular

Testing Grounds

Multi Functional

New Metaverse

Interactive Design

Posts' Sentiment

Emerging Conversations

> Gaming is where the real metaverse opportunities are [...] ***We should reframe the metaverse, not as a virtual world experienced*** *via 3D technology, but as a network inhabited by 40% of the world's population and experienced through 2D screens*
>
> MEDIA COMPANY, WESTERN

> Just facilitated a **learning experience inside a gaming [virtual] environment** which is a completely new thing for me but it was a whole bunch of fun
>
> DIGITAL CONSULTANT, WESTERN

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analyzed to measure how positive or negative the ***Sentiment*** of the post is. The chart shows the average sentiment of the relevant posts.

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Cluster B

VR, AR and XR Design and Tech

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As immersive experiences become increasingly integral to artistic processes, **technologists and designers are seeking ways to create seamless integration** of these new technologies. By emulating human experiences of the real world, modern designs aim to **provide a frictionless transition between the physical and virtual realms**, using adaptive technologies that adjust to different conditions and incorporating sensory elements like touch and smell.

The sectors most impacted by these changes include **Gaming & IT, Architecture, and Visual Arts**, all connected by their close relationship with the public.

Practitioners in Eastern and Central European countries are especially engaged in conversations around new experimental approaches.

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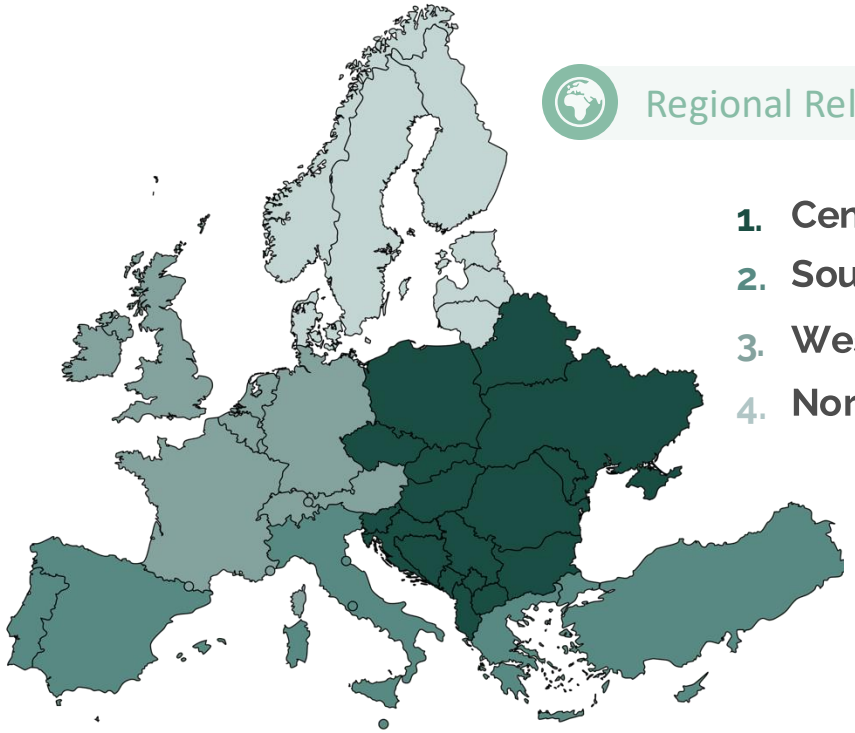
Cluster B

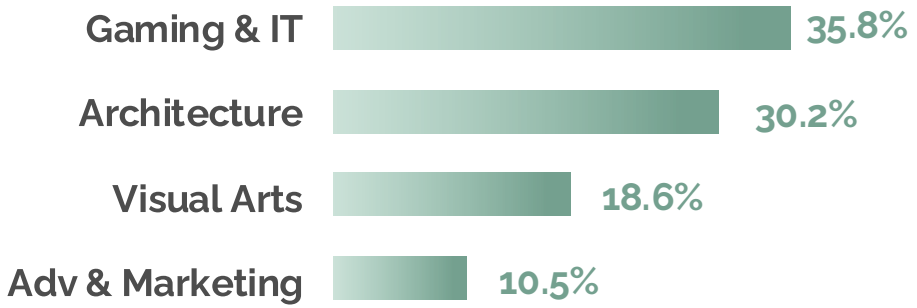
VR, AR and XR Design and Tech

Regional Relevance



1. Central & Eastern
2. Southern & Turkey
3. Western
4. Northern

Top CCIs



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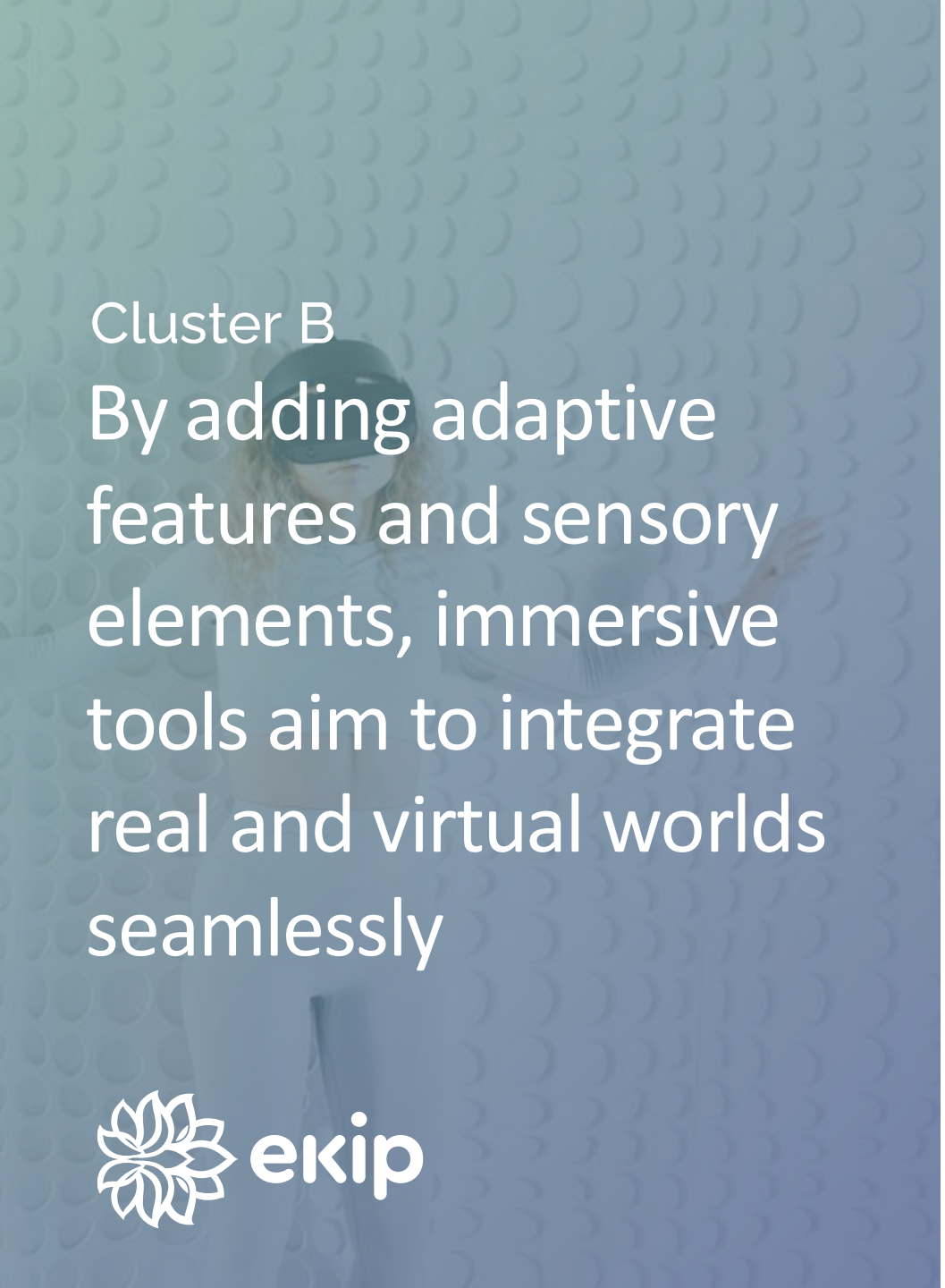


Cluster B

By adding adaptive features and sensory elements, immersive tools aim to integrate real and virtual worlds seamlessly

Key Concept & Tags

Sensory Journey

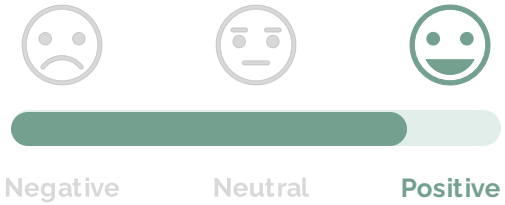
Virtual Experiences

Virtual Reality Helmet

Captivating Narrative

Immersive Enviroments

Posts' Sentiment



Emerging Conversations

> [...] These are glasses that **combine augmented reality and virtual reality in a way we haven't seen before**. Its direct rivals focused on a system of beacons to recreate virtual reality, or on the projection of content in our environment to create augmented reality.
> In [this] case, **the integration is much more organic**, with different interfaces that adapt to the different environments in which we can find ourselves [...]
>
> MARKETER, SOUTHERN & TURKEY

> Adding olfactory experiences to VR could **make the tech more believable** and take it in entirely new directions [...]
>
> MEDIA COMPANY, WESTERN

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Cluster C

AR, VR and XR in tech business and process

As AR, VR, and XR tools become more sophisticated, CCIs are increasingly adopting them to streamline traditionally lengthy processes and unlock new levels of innovation. **From concept development and production to prototyping and testing**, these tools enhance efficiency and cut time, establishing themselves as **powerful drivers of creativity and productivity**.

This trend is especially relevant for businesses in the IT sector focused on expanding new features, but it also sparks valuable discussions in fields like **Architecture and Advertising, where these tools are becoming part of everyday operations**.

Notably, **practitioners in Northern countries** are leading the way in leveraging these advanced solutions.

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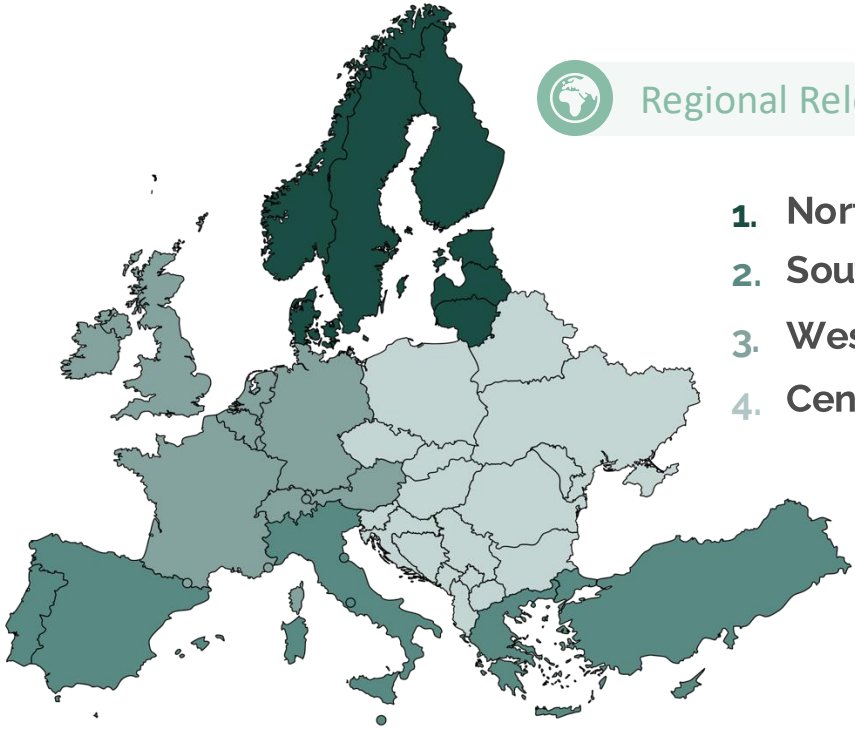
Cluster C

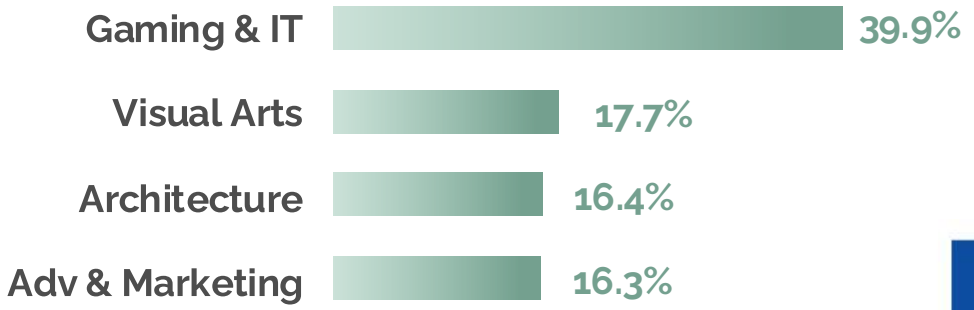
AR,VR and XR in tech business and process

Regional Relevance



1. Northern
2. Southern & Turkey
3. Western
4. Central & Eastern

Top CCIs



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Cluster C

Augmented and virtual reality technologies is helping creative businesses streamline their processes

Key Concept & Tags

Development Phase

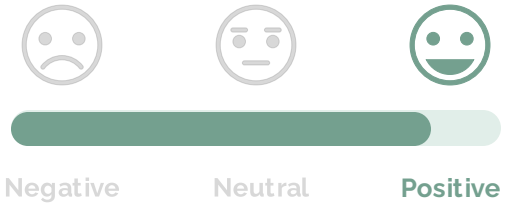
Production Process

Intelligent Solutions

Test Different Tools

Innovative Company

Posts' Sentiment



Emerging Conversations

> "[…] Working with augmented reality technology in the process **allowed the team to perfect the placement of the building** itself. […]
>
> ARCHITECTURE STUDIO, NORTHERN

> "Because of the way the video was shot with the motion tracking, **they didn't shoot much** that you didn't see in the final video
>
> VIDEO DIRECTOR, WESTERN

> "[…] We expect this will be a **catalyst for companies** to dip a toe in the water on **how virtual & augmented reality technology can be used in everyday business**
>
> TECHNOLOGIST, WESTERN

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Cluster D

Immersive media experiences

As immersive storytelling and engaging experiences reshape how users interact with virtual environments, discussions around the design of custom immersive spaces are becoming increasingly prominent. While some sectors have already embraced these innovations, **social and public spaces face the unique challenge of relying on private digital infrastructure to implement them effectively**.

While Gaming and Advertising predictably show interest in immersive experiences, the **Cultural Heritage** sector is also increasingly focused on reshaping access and engagement in cultural spaces.

Western European countries are leading this movement in cultural engagement, with strong contributions from Southern and Northern Europe close behind.

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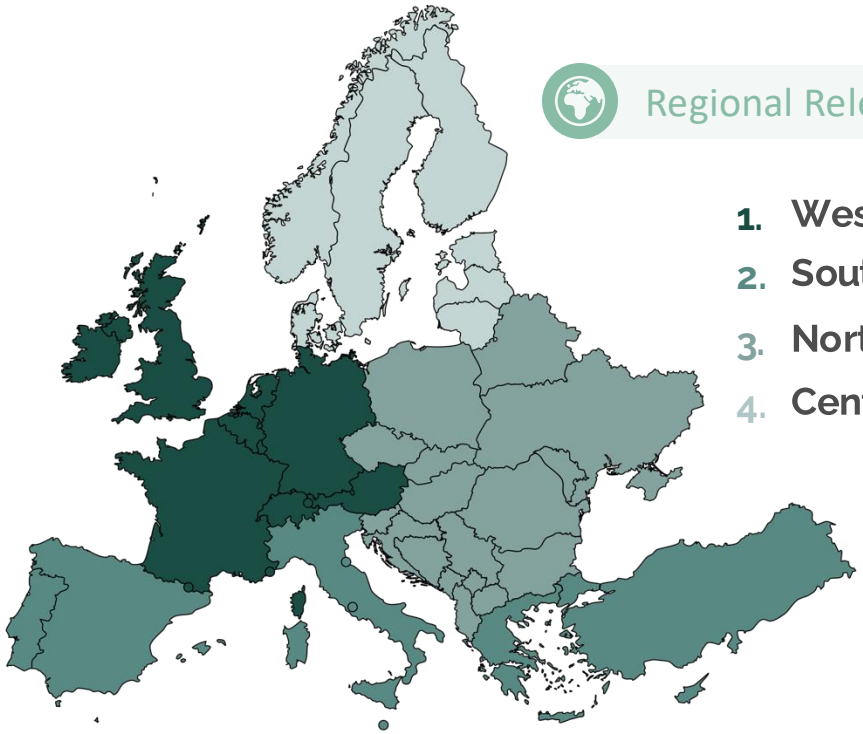
Cluster D

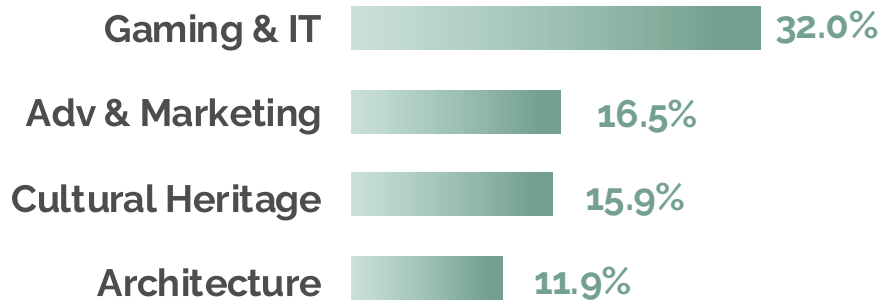
Immersive media experiences

Regional Relevance



1. Western
2. Southern & Turkey
3. Northern
4. Central & Eastern

Top CCIs



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Cluster D

Immersive storytelling is transforming virtual engagement, though public spaces face challenges with private digital infrastructure

Key Concept & Tags

Immersive Storytelling
Virtual Tour
Entire Gallery
Ancient Culture
Exhibition Space

Posts' Sentiment

Emerging Conversations

> One side of the platform is for **visitors to gain access** to a rich array of museums, sites, objects, and novel and dynamic experiences. The other is for **virtual curators to build enriching and entertaining storytelling using objects and virtual environments** that have never been placed together in the real world.

MUSEUM, WESTERN

> So much digital cultural heritage **relies on (has to rely on) "free" digital infrastructure by corporate entities** that owe us nothing re keeping these resources sustainable long term...

PROFESSOR, WESTERN

Key Concepts & Tags are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analyzed to measure how positive or negative the ***Sentiment*** of the post is. The chart shows the average sentiment of the relevant posts.

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Cluster E

Technologies for new immersivity

While advancements in immersive technology have clear impacts on Advertising and Visual arts, they also open exciting new possibilities for the Performing Arts.

Reactive technologies—such as motion capture, real-time sensors, and AI-driven responses—allow **performers to engage with environments that respond dynamically to their movements**, creating performances that are constantly evolving. This fusion of art and technology enables ever-changing, interactive experiences, **redefining what it means to create a "unique" performance** and offering audiences something new with each engagement.

Interest in these innovations is growing across Europe, with particular enthusiasm in **Western and Northern countries**.

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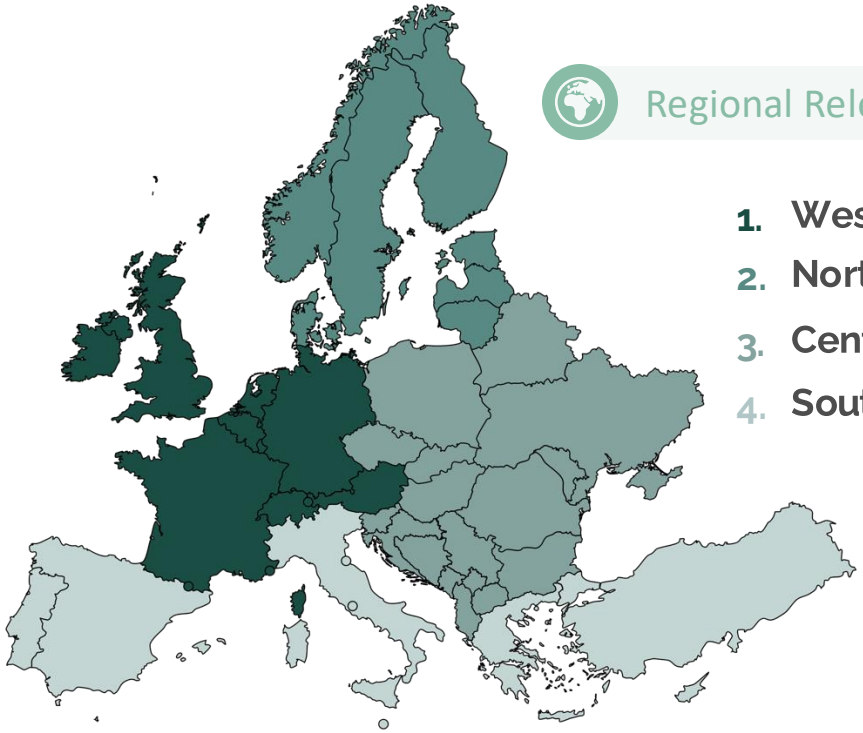
Cluster E

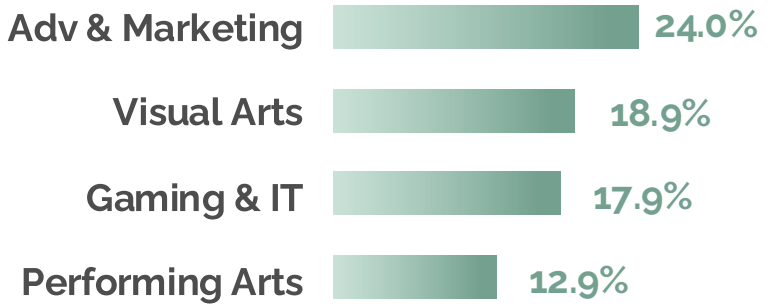
Technologies for new immersiv



Regional Relevance

1. Western
2. Northern
3. Central & Eastern
4. Southern & Turkey

Top CCIs



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Cluster E

The dialogue between performers and real-time reactive technologies could redefine the concept of improvisation and unique performance

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Key Concept & Tags

Virtual Character

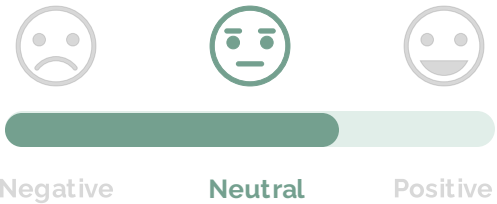
Capture Technology

Using Sensors

Media Performance

Real Time

Posts' Sentiment



Emerging Conversations

> Set in a 3D theatre simulated in real-time, [in] this performance [...] characters are **animated in real-time through facial motion capture and voice modulation**, and an ambient soundtrack is performed live by Evita Manji [...]

PERFORMANCE ARTISTS, WESTERN

> BLOOMSCAPES is an interactive media performance [...] The sound is based on a planned composition [...] but is enhanced by adding sounds triggered by a sensor. This **sensor reacts to the performer's improvised movements, sending signals that influence the sound.**

PERFORMANCE ARTISTS, SOUTHERN & TURKEY

> Atelier Impopulaire transformed the space into an **immersive video installation with roaring live performances**

MUSIC FESTIVAL, WESTERN

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03

Discreet Wearables

Nextatlas Trend

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Discreet Wearables

Hyper-tech is advancing toward invisibility and intuitive integration, with smart wearables blending effortlessly into daily life. Operating quietly in the background, they remain constantly present, becoming seamless extensions of our routines.

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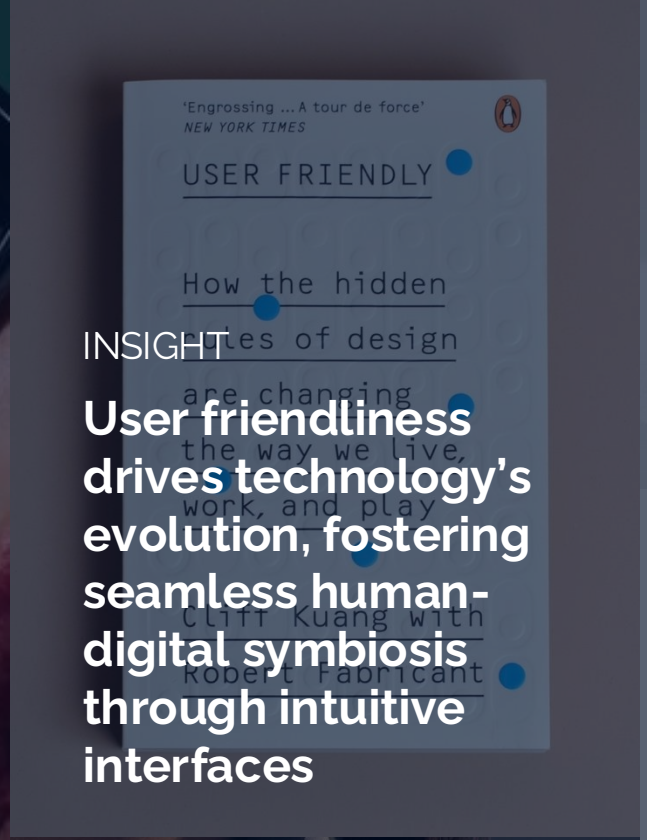

INSIGHT

User friendliness drives technology's evolution, fostering seamless human-digital symbiosis through intuitive interfaces

INSIGHT

Ambient computing's early interest hints at a screenless future valued for invisible, intuitive interaction

INSIGHT

AI-powered wearables are spreading as the demand for personalized, real-time data continues to grow

INSIGHT

The rise of smart glasses underscores a move toward enhanced human-computer interaction, redefining digital accessibility

INSIGHT

Haptic technology gains momentum, enhancing user interaction through touch in digital and virtual environments

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KEY TAKEAWAYS

Discreet Wearables

01.

Ambient Computing is pioneering a future where technology is **invisible yet intuitive**, marking a shift towards a **screenless world.**

02.

The evolution of technology is increasingly focused on user-friendliness, aiming for a **natural symbiosis between humans and digital interfaces**.

03.

The rise of discreet wearables promises **greater accessibility** to augmented and virtual reality worlds. With an expanding range of purchasing and usage options, these devices are set to **democratize access to new virtual realms**.

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Key Concept & Tags

Intuitive
Friendly Feature
Screenless
Digital Agency
User Interface

Top Industries

Technology
Fashion & Accessories
Art & Design

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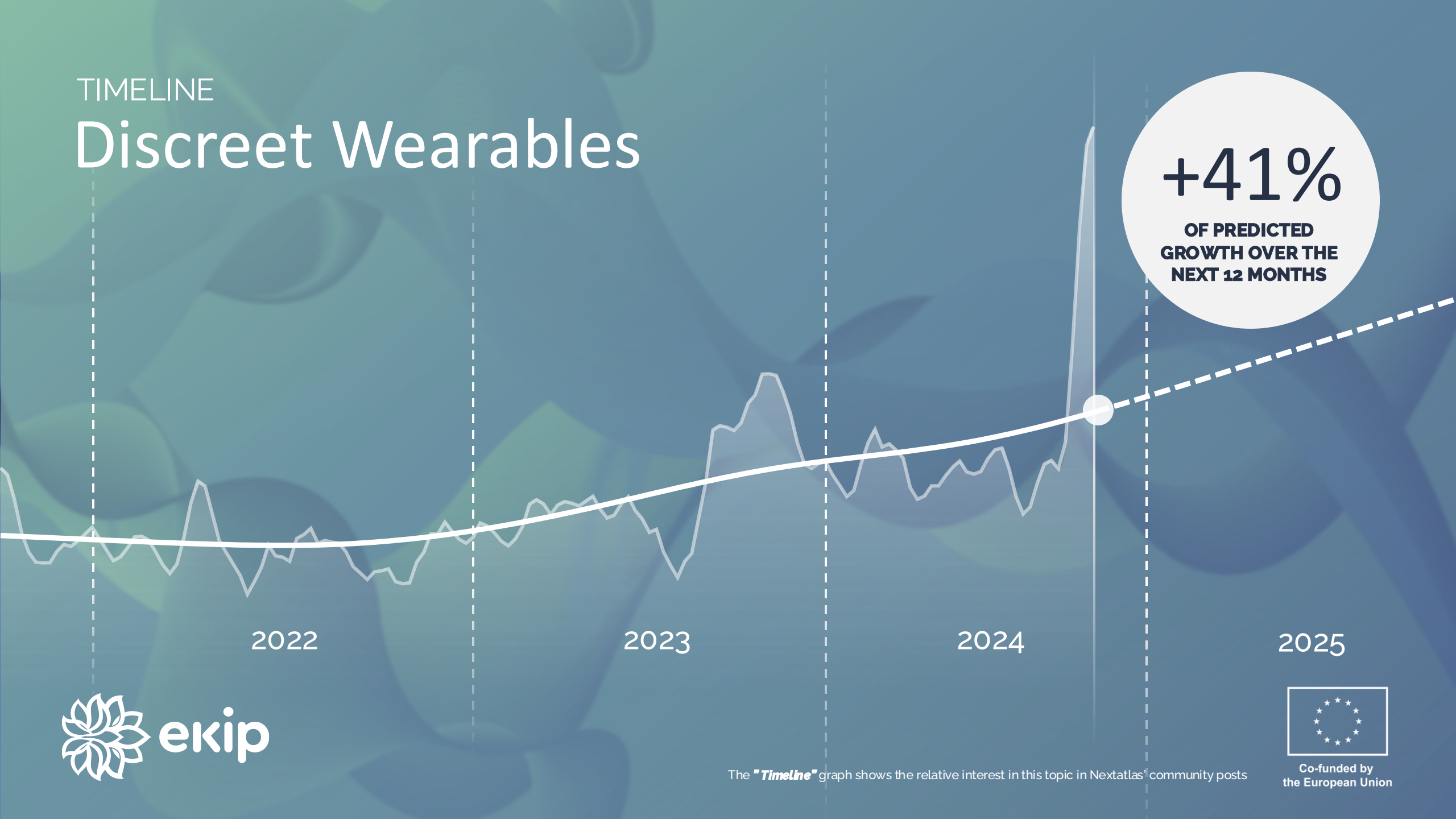
TIMELINE

Discreet Wearables



The *"Timeline"* graph shows the relative interest in this topic in Nextatlas' community posts

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CASE STUDY

XREAL's mission of building accessible augmented reality for everyone

Xreal's new Air 2 Ultra AR glasses, priced at $699, are designed to compete with advanced headsets like Apple's Vision Pro and Meta's Quest 3. Featuring 6DOF tracking, dual 3D cameras, and hand-tracking capabilities, the Air 2 Ultra enables immersive augmented reality experiences that **blend digital and physical spaces in real time.** Unlike typical VR headsets, the Air 2 Ultra's sleek, sunglasses-style design offers a more accessible, lightweight AR solution that can connect to a range of devices, supporting a growing market of spatial computing applications. This approach emphasizes **accessible augmented reality by making cutting-edge AR technology available in a compact, user-friendly and affordable form** that expands potential AR use cases across mainstream devices.

https://www.irishmirror.ie/lifestyle/technology/xreal-air-2-pro-ar-33792878 | https://www.xreal.com/it/

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CASE STUDY

Apple's Vision Pro debuts its first scripted immersive short film, *Submerged*

Directed by Oscar-winner Edward Berger, Submerged is marking a **new frontier in entertainment made possible by virtual reality devices.** Set inside a WWII submarine under attack, Submerged offers viewers a unique, solitary experience that places them inside the story. While watching through the headset can feel isolating, it **provides a sense of agency as viewers** can focus on details beyond the main action, like rivets in the walls or even a roach on the floor. Limited to 180 degrees, the film showcases how VR technology is giving **rise to new formats of interactive, partially immersive entertainment**.

https://www.theverge.com/2024/10/10/24266816/submerged-apple-vision-pro-immersive-film

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CASE STUDY

Balenciaga creates its first immersive runway experience for *Spring 2025* fashion show

Balenciaga has partnered with Apple to launch an immersive 360° experience for the Apple Vision Pro, showcasing the Spring 2025 fashion show. This cutting-edge presentation of the Shanghai show was captured in stunning 4K resolution, utilizing drone perspectives and stereoscopic footage. **This technology enables users to appreciate intricate details and nuances that are often missed in traditional runway settings**. Looking ahead, the experience is set to evolve further, with plans to incorporate 3D elements and direct access to ready-to-wear shopping as technology continues to advance

https://www.voguebusiness.com/story/technology/balenciaga-is-bringing-fashion-shows-to-the-apple-vision-pro

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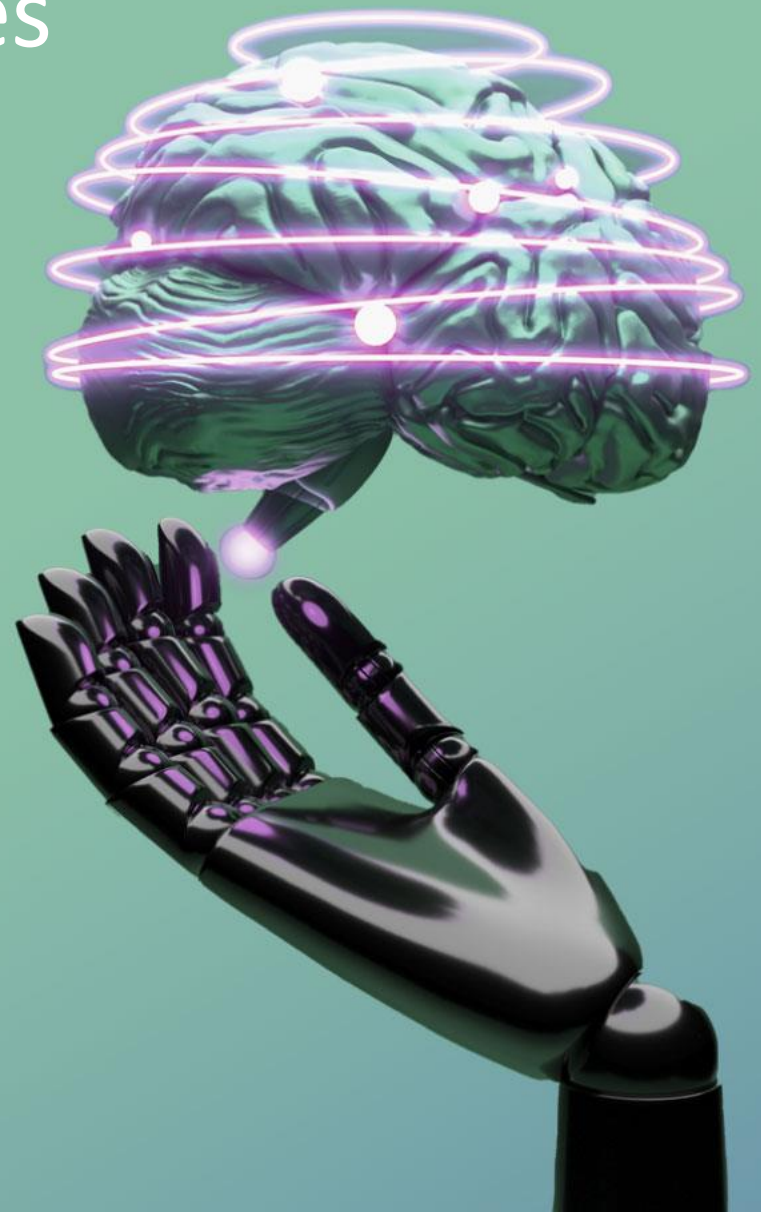
WHAT'S NEXT?

Discreet Wearables

01. TOWARD INTERACTIVE EXPLORATION
As VR and AR become more popular, they are transforming how audiences experience art, shifting from **passive observation to interactive, immersive engagement**. This change broadens art's reach and deepens connections, making it more dynamic and inclusive.

02. BRIDGING ART AND TECH
Creative projects are becoming more intricate as technology integrates deeply into the process. This trend underscores the importance of **merging traditional artistic expertise with technical knowledge** to bridge emerging skill gaps effectively.



03. REVISITED OWNERSHIP
As technological devices increasingly serve as means to engage with creative artifacts, pressing **questions regarding ownership and control over creative tools and platforms** are emerging. This shift raises important considerations about who ultimately holds power over the creative process

04. HYPER-PERSONALIZATION IMMERSIVITY
Integrating AI with AR and VR opens the door to hyper-personalized experiences, tailoring content to individual preferences and behaviors, and elevating the creative impact of immersive technology.

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