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Entrepreneurship and Innovation: The Practitioners' Perspectives (1)

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THE CONTRIBUTION OF SPACE TO THE MEDIA & ENTERTAINMENT INDUSTRIES

**Abstract**

In this paper, I analyze how space assets and space-derived data can contribute to industries where the space sector has had a limited outreach so far, namely the Media Entertainment industry, with a specific focus on Videogaming, Metaverses and the Movie TV show industries. The videogaming industry is a constantly growing market with new gaming concept like Virtual and Augmented Reality gaming being developed for renewed user experiences. This comes with regular breakthroughs in game engine development that increase quality and realism of 3D rendering in games, along with more realistic gaming experiences with respect to physical behavior, light dynamics (etc.). These breakthroughs are being exported to other Media Entertainment markets, like Movie TV Show production that use game engines for videogame development in the creation of sets and decorum digitally generated and modifiable on-the-go. In addition, the rapid surge in Metaverses is expected to be a prolonged trend over the 2020s decade, where EO data is already being used and will increasingly be solicited, along with Navigation and Communications data. After presenting high level trends in the industries of interest, this paper details how space assets and space-derived data can be used as an input in games engines, with the potential to create new opportunities in some of the most dynamic markets of Media Entertainment. The use of high definition EO imagery for example is susceptible to contributing to the creation of new textures of the Earth or planets, while SAR data can feed procedural AI engines to model, on the go, credible solar systems and celestial bodies. Similar prospective use cases for the Movie TV show development as well as the creation of Metaverses are then explored. I finish by highlighting how these use cases do not only contribute to the generation of market value based on space applications, but they also increase the goodwill and outreach of the space sector by facilitating the development of realistic or credible space environments in videogames, movies and TV shows, contributing to the outreach of the space sector to current and future generations of gamers and media consumers.