

## The Emerging Industry

# International Cooperation to Build Taiwan A XR Powerhouse

Be it the glorious urban scene of a century ago or a foreign village afar, all scenes can be brought to life and captivate the audience using extended reality (XR) technology. With the advent of 5G era, high speed data transmission brings to us XR, which includes VR, augmented reality (AR) and mixed reality (MR). The application of new technology opens up complex forms of contents and creates new experiences for the audience.

“Content development first, technological application followed” – this is the gist for future content development. TAICCA strives to promote the application of technology in cultural contents. There has been a fairly integrated VR ecosystem in Taiwan. Being an island of science and technology, Taiwan is proud of its well-developed technology and a vast array of talents. The government also continuously makes favourable policies for advancement of the industry. With the integration of content creation and technological advancement, Taiwan’s cultural content business will be expanded internationally.

In 2017, the Venice International Film Festival announced the first-ever competition for VR films. In 2019, TAICCA led Taiwan’s VR content team to Venice and presented Taiwan’s VR content development at an event co-hosted by TAICCA and HTC VIVE ORIGINALS. The keys to the success of Taiwan’s VR content are that the island enjoys great freedom in creation and that there are many outstanding contemporary visual artists, technological artists and film directors. These artists and film directors have great passion and rich creativity for new medium, new technology, new forms of narrative and new ways of interaction with the audience.

In the 76th Venice International Film Festival in 2019, a total of eight Taiwanese films were selected for Venice Virtual Reality and Venice Gap-Financing Market. The number of films nominated was the third highest in the world. Thanks to the efforts made by creators, production companies and technological developers in recent years, Taiwan’s immersive contents have been in the limelight of international audience and occupied the world’s leading position.

Since the establishment of VIVE ORIGINALS, we have dedicated to the development of VR nonlinear narrative, to shaping new value chain with virtual technology and crossover collaboration, and to the establishment of online blockchain licensing platform and offline theater system. Now, we and our theater partners join hands to commercialize VR theater. This not only means that the VR value chain has taken shape, but also demonstrates the potential of new technologies in innovative arts and in business.



Szu-Ming Liu (劉思銘)  
President of HTC VIVE ORIGINALS



Taiwan’s works nominated at Venice International Film Festival for **4** consecutive years

2019 Venice VR: Taiwan ranked the **3rd** in the world in terms of nomination numbers

# Taiwan's XR Creation Captures International Attention

## The Only Asian Representative at A EU's VR Roundtable

Due to the COVID-19 pandemic, nearly all international exhibitions are suspended. However, Taiwan's creativity is not put on hold. TAICCA continues to promote Taiwan's cultural contents to overseas audience. For example, TAICCA actively participates online forums of Cannes XR and Venice Production Bridge to showcase the strength of Taiwan's XR sector.

### Cannes Film Festival

The 73th Cannes Film Festival was held online, June 22-26, 2020. At Cannes XR, the organizer of Cannes Film Festival and TAICCA jointly hosted an online forum, entitled "How to Build an Ecosystem for XR? Taiwan as an example". TAICCA invited Taiwan's creative teams with experiences in international co-production of XR content and experts long devoted themselves in the industry to share their experiences and their observations on the industry's ecosystem in Taiwan.

### Venice International Film Festival

Following the achievement in 2019 Venice VR, three works from Taiwan were selected in 2020 – director John Hsu's (徐漢強) *Great Hoax: The Moon Landing* (星際大騙局之登月計畫) in "Venice VR Expanded: Competition",

director Chih-Yen Hsu's (許智彥) *Home* (舊家) in "Venice VR Expanded: Best of VR – Out of Competition", and director Chi-Chung Tang's (唐治中) *The Sick Rose* (病玫瑰) in Venice Gap-Financing Market. The Sick Rose also received 2020 TAICCA subsidy for the development of cultural content and the application of technological innovation.

In 2020, the 77th Venice International Film Festival was also held online. TAICCA hosted a live stream forum at Venice Production Bridge to discuss "What Will Drive the Future of Cultural Content?". Three film directors were invited to share their experiences, and to have discussion with curator Liz Rosenthal. From the perspective as a curator, Liz praised that the Taiwanese works selected in 2020 not only demonstrate diversified forms of VR creation, but the content also embrace both depth and breadth.

Also a result of the global pandemic in 2020, the "Venice VR Expanded – Satellite Programme" was launched. Taipei was one of the two Asian cities selected for this programme. It was held at Ambassador Theatres of the Spring Center in Taipei, September 2-12, 2020. The audience experienced thirty-two 360° interactive and immersive videos shortlisted at this year's Venice International Film Festival.



"TAICCA x 2020 Cannes XR Online Conference" to promote Taiwan's future content



September 2, 2019, "Taiwan VR Content: International Meeting" organized by TAICCA and HTC VIVE ORIGINALS



2020 Venice Production Bridge, curator Liz Rosenthal spoke at the live stream forum

### EU's VR Roundtable

#### (Building Proximity Through Immersive Content: A Role for European Creators and Companies)

On September 4, 2020, the European Commission hosted a panel discussion on immersive content industry. TAICCA was the only non-EU representative invited to this meeting. Lolita Ching-Fang Hu, the then TAICCA President, shared TAICCA's experiences in international co-funding and marketing, and invited the meeting participants to build cooperation with Taiwan's industry players. This has demonstrated Taiwan's growing power in the immersive content sector.

# Participation of International Jury

## Five Immersive Projects Awarded for International Co-Production

The power of Taiwan's VR content creation is stunning! Over the past three years, Taiwan's works have frequently won awards at international film festivals. Taiwan has become one of the world's leading player, not only that the number of original works has hit a record high, but also that the island's cooperation with Argentina, France, Japan, the United States and many other countries has sparked many creative ideas.

In March 2020, TAICCA launched the Immersive Content Grant for International Co-Funding or Co-Productions to help Taiwan evolve into a global powerhouse for innovative XR content. Over a 3 year period, a maximum of NT\$3.5 million is awarded to teams utilizing immersive technology to create innovative narratives. A total of 34 projects were submitted by teams from France, Japan, Taiwan, the United Kingdom and the United States. The jury is composed of 10 international experts coming from the fields of XR and cultural arts. After 5 hour online deliberation, 5 projects were selected (see chart on the right).

### Five projects awarded 2020 TAICCA Immersive Content Grant for International Co-Funding or Co-Productions

**Lucid Realities | France**  
*The Starry Sand Beach*  
 A joint proposal with Oready Innovation Lab from Taiwan. To be shot in Qimei (七美), Penghu County (澎湖) and Kenting National Park (墾丁國家公園), it departs from Taiwan to explore the beauty of marine ecology.

**Oiffy LLP | UK**  
 title TBA  
 A game project developed in partnership with Playerium, a Taipei-based studio providing technical and creative support for game developers.

**ET@T Lab | Taiwan**  
*Anthem to the Fading Flowers VR (花神祭, Anthem to the Fading Flowers XR Theater Project, Phase One)*  
 A VR film co-developed by The Walkers Films, Legend Lin Dance Theatre and Caspian Films. In line with the narrative of the anthem, animated scenes and VR somatosensory interaction are added.

**Serendipity Films | Taiwan**  
*Missing Pictures (大師狂想曲)*  
 A project in collaboration with ATLAS V, the French company producing the award-winning VR film Gloomy Eyes. With immersive technology, it intends to take the audience into the director's then unfinished story.

**Virtual & Physical Media Integration Association of Taiwan | Taiwan**  
*Through the Body (穿越身體)*  
 Led by artist Hsin-Chien Huang and in collaboration with Science VR, the project aims to upgrade the development of content creation and broadcast technology.



a scene at the theatre showing *Through the body*



June 22, 2020, press conference on Immersive Content Grant for International Co-Funding or Co-Productions to announce the five awarded projects

### Overview of Immersive Content Grant for International Co-Funding or Co-Productions

**Project Categories**

- Prototype Development
  - innovative prototype to phase in production up to **NT\$ 1 million** each project
- Production
  - immersive content in production process up to **NT\$ 3.5 million** each project