The Virtual and Augmented Reality Industrial Coalition

The Virtual and Augmented Reality Industrial Coalition is a platform for structured dialogue between the European VR/AR ecosystem and policymakers.

The diverse European VR/AR ecosystem comprises a high number of small and medium enterprises and a few dominant, often non-European, market players. Although it can be difficult for founders and producers to finance the production of quality content, one of the EU advantages is a strong tradition for public support to content, research, development and innovation, including for VR/AR.

Europe has a large potential industrial market which could benefit from these technologies. To remain relevant in this new context, Europe needs to build a digital skills pipeline, develop sustainable business models for VR/AR enterprises, support the digitisation of European cultural heritage, foster the development of digital audience experiences and ensure it does not fall behind in the business-to-business market.

What is the Coalition doing?

A series of workshops were held with over 100 stakeholders from the end of 2021 until now in 2023. These workshops serve to keep a dialogue between members and the European Commission. In early 2023 the workshops helped form the new strategy on Web 4.0 and virtual worlds to steer the next technological transition, which was published on 11 July 2023.

- An EU initiative on Web 4.0 and virtual worlds: a head start in the next technological transition
- Staff Working Document: Citizens’ panel report on virtual worlds
- Staff Working Document: information, insights and market trends on web 4.0 and virtual worlds
- Next generation virtual worlds (JRC): opportunities, challenges, and policy implications
- A strategic paper of the European VR/AR ecosystem – including a market assessment policy recommendations
- Develop a roadmap outlining the next steps for VR/AR in Europe endorsed by the Commission and EU organisations operating and investing in these technologies

The Coalition takes a broad, cross-sectorial approach involving industries, technology providers and creatives. It reflects a diversity of skills and it counts on prominent players in various sectors, ranging from content production and distribution to the availability of technology, as well as innovation and business development.

If you are interested to become a member you can contact us at the VRAR Coalition email.

For the first time we are now publishing a list of people and organisations based in the EU who are supporting the coalition.
Upcoming events:

On 5-6 February 2024, the Belgian presidency and the European Commission will launch the event "Research to Reality (https://www.researchtoreality.eu/)".

The event takes place in Brussels and is free of charge, but you need to register in advance.

The VR/AR Industrial Coalition partners will have the opportunity to meet in person on Tuesday 06 February 2024 to take stock of our progress and look forward, reflecting on our objectives for the XR and Virtual Worlds industry beyond 2024. A separate invitation has been sent by email to coalition members.

 Contact us to find out more

(mailto:CNECT-VRARCOALITION@ec.europa.eu)
Related Content

Big Picture

European Media and Audiovisual Action Plan

The Media and Audiovisual Action Plan (MAAP) aims to boost European media and help maintain European cultural and technological autonomy in the Digital Decade.

See Also

Improving access to finance in the audiovisual sector through MedialInvest

MedialInvest is the European Commission's equity investment instrument that helps to bridge the financial gap in the audiovisual sector by stimulating more investment.

Access to and availability of audiovisual content across the EU

The Commission is holding a dialogue with the audiovisual sector to improve access to and availability of audiovisual content across the EU.


A free, viable and pluralistic media environment is key to keeping citizens informed, holding power to account, and strengthening open, democratic societies.

Tool on funding opportunities for audiovisual and news media

The aim of the interactive mapping tool is to facilitate access to EU-related financial support mechanisms. It comprises information on funding opportunities for entities from both the audiovisual and the news media sectors. It will help media market players identify and apply...

Media and Audiovisual Action Plan: implementation updates

The European Commission has adopted the Media and Audiovisual Action Plan to support the recovery and transformation of the media and audiovisual sector.