



## Executive Summary

### D6.1 – Market Models and Variables

In addition to the technological development of the platform, the CrossCult Project explores a variety of market sectors, business strategies, and other developing aspects that are applicable to the technological platform. Deliverable 6.1 is focused on identifying and analysing the core variables that are present in the business environment. Through five extensive phases, the report explores the opportunities and challenges that will affect the success of the platform. The information presented in this report will be of further use in developing a business model as well as marketing strategy for the CrossCult platform in future reports.

The information presented in the report primarily focuses on four geographical levels: Global Trends, the European Union, as well as two individual countries, Spain and the United Kingdom. In a market sector review, five principle industries were identified as relevant to the CrossCult platform, the following:

- Cultural and Creative Industries – A diverse sector, it contains a large number of sub-sectors. Advertising and Gaming are seen at the markets with the greatest potential.
- Cultural Tourism – Cultural Tourism demonstrates stable growth, and the integration of technology in tourism-related activities is increasingly prominent.
- Cultural Services – A sector that includes museography, it is seen as particularly relevant to the goals of the CrossCult platform. Similarly to Cultural Tourism, the use of technology is increasingly popular, and the industry presents few challenges.
- Education – One of the largest market sectors, it includes both public and private activity. CrossCult has large potential as an educational tool; however, the industry has several large and prominent competitors.
- Smart Cities – Although a new industry, it is quickly growing. The use of technology as a tool in Smart Cities is a core focus, and the services of the CrossCult platform appear to align closely with goals of the sector.

The evaluation of market sectors was supplemented by a thorough analysis of potential competitors, an identification of market drivers and needs, as well as primary research through contact with stakeholders. Although there exists strong competitors in each sector, in addition to businesses that provide similar services, CrossCult is unique in the number of services and elements that it integrates into a platform. A survey conducted with stakeholders, in addition to expert interviews, confirmed these drivers while also providing further insight into the market industries.

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