360-degree capture/ photography/filmography	**360-degree capture** or photography is the process of digitally capturing a physical scene, area or object from multiple angles. Using computer software, the process allows the end user to experience a complete 360-degree view and/or navigate a scene via an electronic device (such as smartphone, PC, Mac, tablet, games console or VR headset). 360-degree photography is also sometimes referred to as 360, VR photography, 360 panoramic photography, 360 spherical photography or photosphere. The process is often used to create 'virtual tours' and there are a number of branded providers of the service. 360 content is not limited to photography. Computer-generated scenes or single objects can also be delivered as a 360 experience.
Applications (apps)	**Applications (apps)** describes a type of software that can be downloaded and installed on an electronic device, typically a smartphone or tablet, or a games console or computer.
Audio tours	An **audio tour** is a recorded spoken commentary, typically used to assist a visitor with their understanding and exploration of a venue such as a museum, a gallery, a visitor attraction or another specific location. Audio tours are normally delivered via a personal mobile handheld device (for example, smartphone or dedicated headset) and often used for self-guided visits. They are also sometimes used as part of an organised tour or visit.
Augmented reality (AR)	**Augmented reality (AR)** is the use of digital vision, sound or other sensory stimulus that is overlaid on to the real physical world through a technological/electronic device (such as smartphone, tablet, games console or computer headset). It creates an enhanced version of a real physical space and requires the use of a screen and camera. Augmented reality is sometimes also referred to as **MR** or **Mixed reality**.
Custom Web	**A customised website (custom web)** describes a bespoke website, which might have specific unique features or access to unique digital content. Websites can be a platform to offer audience members access to multimedia content, time-limited or ticketed events (such as single performances, digital festivals) as well as more standard features such as e-commerce or general information about an organisation.

Experience Economy (EE)	**Experience Economy** is a term initially coined by Joe Pine and James Gilmore that explores the shift that occurs when an organisation "intentionally uses services as the stage and goods as props to engage an individual." From the perspective of the consumer, the key commodity that is purchased is time well spent.
Extended reality (XR)	**Extended reality (XR)** refers to all real and virtual combined environments and human-machine interactions generated by computer technology and wearables. It includes representative forms such as augmented reality (AR), mixed reality (MR) and virtual reality (VR), and areas that intersect them, including all aspects of computer imaging. XR is a superset that includes the entire spectrum of experience from the complete real to the complete virtual.
Immersive experience	**Immersive experience** typically uses a mix of audio, visual and perhaps other sensory stimuli (for example, scent or movement) to engage individuals into a created environment. An immersive experience might be presented as an in-person event and may not require any technical means, or could be delivered remotely as a purely digital experience. In the context of digital, VR and AR technologies are frequently used to create remote immersive experiences.
Live streaming	**Live streaming** describes the process of simultaneously recording and broadcasting/sharing real-time media, video and audio via the internet on a one-to-many basis. Live-streamed events may have some limited interaction between the performer and the audience, typically via a live chat function. Many social media platforms, including Facebook, Instagram and Twitch, facilitate live streaming, as do video hosting platforms, for example YouTube (via YouTube Live) and Vimeo. In some examples, live-streamed content may be delivered after a short delay, to facilitate minor editorial changes in a similar way to any other live broadcast.

Messaging platforms, DM and PM	**Messaging platforms** allow users to **direct message (DM)** and **private message (PM)** their personal contacts with text, audio or visual/photographic content. Messaging platforms are typically accessed via smartphone and tablet, and can also be used via computer. Some services allow users to create groups of contacts and publish messages to all members of the created group. Most services record when the intended recipient receives a user's message and some (such as WhatsApp) also notify the user when a message has been read. Many messaging services are integrated into social media platforms. Popular messaging platforms include: **Messenger** — Voice, video and text (messages and calls). Users can exchange multimedia formats and can create groups. Part of the Facebook social media platform. **WhatsApp** — Voice, video and text (messages and calls). Users can create group chats and can exchange most multimedia formats. WhatsApp is the most popular messaging app in the world. **Slack** — Text and file sharing. Users can create channels/subject groups. Slack is aimed at business users working on projects together. **Discord** — Video, voice and text. Users can create groups or custom channels/topics. Popular with gamers. **Snapchat** — Voice, video, photo and text (messages and calls). Unlike the other popular messaging services, messages automatically delete after viewing so there is no history. The service also includes Snapchat Stories, which allows updates/photos to be shared and viewed by an individual's group of followers; the posts expire 24 hours later.
Metaverse	**The metaverse** is an emerging term and concept used to describe a network of digitally created environments and 3D virtual worlds. It is focused around social connection and the interaction of users in virtual spaces.
Nomis	A service provided by the Office for National Statistics (ONS) that provides free access to the most detailed and up-to-date UK labour market statistics from official sources.
SIC	**Standard Industrial Classification** is a five-digit code that provides a framework for the collection, tabulation, presentation and analysis of data about the main activities of businesses, first introduced in the UK in 1948. Businesses select up to four SIC codes that represent their core businesses activities when they register with Companies House.

Social media	**Social media** describes the online digital channels used by networks of individuals or organisations to share, interact and exchange information, ideas, thoughts and option. Social media platforms typically allow users to share multimedia formats (audio, photography, video) as well as written comment or use of iconography to express their thoughts or emotions. Popular social media platforms include: **Facebook** — focused on networking people socially. **Instagram** — focused on sharing imagery and photography. **TikTok** — focused around short-form video/film (TikTok is known in China as Douyin). **LinkedIn** — focused on professional networking. **Twitch** — focused on live-streaming content, particularly around video games. **Twitter** — focused on networking/grouping topics with each post (called a tweet) limited to 140 characters. **Discord** — voice chat and video, text chat merging from PlayStation. Discord can create events. **Weibo** — Chinese social media platform. **Pinterest** — focused on creating groups of photographs, following 'boards' and visiting related websites on the user's selected topic areas ('pinning' items to their board) — unlike other platforms, users do not comment on the post itself. Content can be shared via direct message using other messaging platforms such as WhatsApp. **Reddit** — a socially curated social news/forum website Many of the above social media platforms have direct message facilities — either linked to the same provider or accessible to multiple messaging services.
Streaming	**Streaming** refers to the broadcast of pre-recorded content via the internet. In some examples, pre-recorded content might be delivered as a single event, at a specific time and from a specific platform (such a customised website). This might be the case where content is, for example, part of an online festival, or where content is a single pay-to-view performance.

Streaming services	**Streaming services** describes the media platforms and providers that offer content via the internet. Users can normally choose what they view and access content on demand, at a time of their choosing. Typically, streamed services offering pre-recorded content allow users to pause, play and rewind media; viewers are unable to participate in any real-time interaction with the broadcaster. Popular streaming services include subscription-based providers such as Netflix and Disney+, as well as free-to-access provision such as BBC iPlayer, BBC Sounds, ITV Hub and More4.
Video conferencing	**Video conferencing** describes technology / software that allows individuals to meet remotely using video and audio, without being in a shared physical location. Video conferencing platforms typically enable users to interact together in real time, also allowing them to share screens and present slides, documents and files. Many meeting software packages integrate or interact with digital diaries, so that meeting invitations appear on users' / attendees' calendars. Popular conferring platforms include Microsoft Teams, Zoom, Skype, Google Meet, Webex and Slack.
Video hosting/sharing platforms	**Video hosting and sharing platforms** allow users to broadcast and / or view video via the internet. The most popular platforms are YouTube and Vimeo. They are perhaps best known for their social media and business-to-customer content respectively. A huge range of other platforms is also available; these include Brightcove, Dacast, Kaltura, IBM Cloud Video and Wistia. Most video platforms can be embedded into a website. YouTube allows users to access video on demand (when they choose) and search for topics, titles, or by the creator's name. Many video hosting platforms also facilitate live streaming.

Virtual tour	**A virtual tour** typically employs 360 photography to create a digital opportunity for users to experience a physical location remotely, via an electronic device (such as a PC, Mac, tablet or smartphone). When 360 tours are offered, users are normally able to navigate their view of the location using their chosen device. Virtual tours can also be a live-streamed or pre-recorded experience, where a host films the location they are in and users access the pictures (and audio) remotely via an electronic device. These types of filmed tours may have different levels of interaction with their audience. Virtual tours can be hosted by a variety of platforms, for example on customised websites, or via social media, apps or video conferencing software.
Virtual reality (VR)	**Virtual reality (VR)** is the use of digital visual, sound and other sensory stimulus to create a wholly computer-generated environment accessed via an electronic device, typically using a headset (in order to achieve a fully immersive experience). VR can also be viewed via a smartphone, tablet or PC. There are a number of VR headsets readily available to consumers for use in their own homes. These VR devices include brands such as Oculus (and Oculus Quest), HTC Vive and, for the PlayStation games console, PlayStation VR.
Webinar	**A webinar** or web seminar is an online video workshop, lecture, seminar or formal teaching/educational presentation. It is a one-to-many event attended exclusively by an online audience, and differs from a video meeting as a presenter may be unable to see their audience and by the formality, level of interaction, and focus on a limited number of speakers. Webinar software often provides functionality for users to conduct polls or surveys during a presentation and for audience members to submit questions via text chat. Webinars may be real-time events (which can be recorded and made available to view by others later) or delivered as pre-recorded content. **A webcast** also describes a seminar-type event, broadcast online, but also attended by a physical audience.