

# MEDIA IMPACT FUNDERS



## AIM Bulletin #25

### **Virtual reality is red hot, but its impact is still unclear**

By all accounts, 2016 will be the breakout year for VR--a technology that has long been percolating in labs, arcades and the minds of sci-fi authors. This spring, the release of much-anticipated headsets will amp up consumer demand for related content.



Foundations, nonprofits and public interest media makers are all getting into the game, too. Over the past six months, we've convened and interviewed public interest VR producers and funders at a series of media and ideas festivals, including Sundance, frank, IDFA, Journalism Interactive and PopTech--which, by the way, we'll be returning to again this year in Camden, Maine. (See highlights from last year's event [here](#), and stay tuned for more details on how to register for this year's conference happening Oct. 20-22).

But not everyone is convinced that immersive experiences can lead to positive social outcomes. [Read more...](#)

### **What's the power of #PopJustice?**

On Monday, three funders -- the Nathan Cummings Foundation, Unbound Philanthropy and Ford -- released a new series of reports by strategist Liz Manne examining the promise of pop culture strategies for social justice campaigns. Read more about the event in [our latest Storify](#).

### **Recent resources**

- In our [AIM Articles](#) section, learn what *The Guardian* has discovered about the mysterious origins of "dark traffic" using its in-house analytics tool Ophan.
- In our AIM Research section, [get the stats](#) on book readers' behavior, and see why transparency [helps to improve](#) foundation and grantee performance.
- In our [AIM Tools](#) section, find out how *The Washington Post's* new "re-engage" feature seeks to measure reader boredom.

Questions or suggestions for coverage?  
Contact MIF Research Director [Jessica Clark](#)



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200 West Washington Square, Suite 220  
Philadelphia PA 19106  
t: 215-574-1322  
@MediaFunders  
[www.mediaimpactfunders.org](http://www.mediaimpactfunders.org)