EXTENDED REALITY TOOLKIT

**Content Management**

If you register a property and indicate you are open to consider licensing deals, you may wish to consider restrictions on the XR content you will allow. Some examples of content restrictions:

* Time: consider requiring that content be turned off overnight or during times and days of the week when the building may have less staff on site or desire not to have content users in or around the property. Similarly, consider if there any large events taking place near the building during the engagement that may impact the building’s ability to handle potential crowds (Lollapalooza, e.g.).
* Location: do you want to allow content to be projected within the building or in a way that encourages participants to enter the building?
* Topics:
  + Is ownership open to depictions of alcohol, sex, violence, or weapons?
  + What content could imply that a public safety event is taking place at or near the building (for example, that the building is on fire)?
  + Is there any content that is particularly relevant to the building’s tenant base (for example, content that advertises a competitor of a tenant)
* Gaming: will the building allow XR games? If so, consider identifying a specific area in the building where game content is permitted. You may also wish to cordon it off, use special signage, and consider capacity restrictions for the space.
* Cancellation: under what circumstances can you or the content provider cancel the engagement?
* Press: does the building want to have a role in determining how the content or the building is described in press releases about the engagement?