

Virtual Production: Common Spaces – Ideas in Transit Briefings



EMERGING MEDIA EXPLORATION



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RBB BRIEFING PART 1

INTRO – SHORT VERSION

- Public service broadcaster for states of Berlin and Brandenburg, in Germany
- TV station, six radio channels, online, apps, Smart TV, social media, videotext
- Member of ARD (Consortium of public broadcasters in Germany)
- Produce content for national channel Das Erste, children's channel KiKa and German-French channel ARTE
- Hosts ARD Digital Play-Out-Center/Interactive Services
- Hosts ARD-Text
- Local catchment area: 30,000 km² / Population: 6 million

RBB INNOVATION PROJECTS

- Part of Technical Innovation Management department at rbb
- Conceive, test and implement novel interactive TV and radio services in the context of European research and development projects
- Cooperation in-house with various editorial departments: rbb multimedia, news, ARDText, ARD Digital Play-Out-Center
- Currently participating projects on 5G and Artificial Intelligence – how can we use AI to automatically predict events of interest, create content and deliver it to our audience at the right time on the right platform.
- This year we have completed one project on hybrid or personalised radio and two 360° video projects
 - HYPER 360 – looking at tools and players for interactive 360° video
 - ImAc, Immersive Accessibility – developed solutions to create and offer accessible 360° content
 - Personalised subtitles, sign language interpreters and audio description

RBB 360°VIDEO AND ACCESSIBILITY

- 360° video can be a very powerful tool for storytelling and reporting. We have seen some superb examples, eg. My favourite was a documentary about Chernobyl 30 years after the nuclear accident.
- At the start of the Corona lockdown in March, rbb commissioned a series of 360° videos to help bring cultural events to our audience. There were six interactive museum tours and six travel shows
- Generally, the production is expensive and at the same time there hasn't been a huge take up in consumer devices such as headsets needed to fully appreciate the immersive nature of the 360° videos. Plus you need players that support certain features, etc. Not good value for money!
- It's all the more important that such premium content is accessible. This is an aspect we would like to concentrate on in this course.
- Why? Over the year's accessibility has emerged an important topic for us
 - Increasing digitisation of media and technology advancements makes increased accessibility possible
 - But the solutions still need to be developed
 - As public service broadcaster, it is important to be as inclusive as possible, as we serve the whole community
 - As future media producers we want to increase your awareness of the issue and possibilities
 - We are really interested in seeing how you approach the topic and what you come up with.

RBB BRIEFING PART 2



<https://www.imac-project.eu/> https://www.rbb-online.de/en/unternehmen/der_rbb/profil/innovationsprojekte/projekte/imac/

As broadcasting organization RBB represented two major roles in the EU funded project ImAc value chain: It is the stakeholder who designs, offers and validates ImAc services for its audience, i.e., the various target groups within this audience. And it is the professional user, the beneficiary of the ImAc technology which integrates the ImAc platform into its own infrastructure and technical environment in order to enhance its services to be accessible for hearing impaired and deaf people who are today excluded from immersive content. The contributions RBB provides to ImAc reflect these two roles perfectly with a view to “real world” application of the ImAc innovations:

- Requirement elicitation covering its management, its editors, its technological interfaces for platform specification and, last but not least, its end users recruited from the closely associated groups for disabled people it cooperates with.
- Service design and content creation
- Lab and field tests and their evaluation after the implementation of the German pilot. The aim is to reach immersive services (360° and VR) which address the user requirements of hearing impaired and deaf people, which can be integrated into the given infrastructure, which will be thoroughly tested, validated and revised by means of the German pilot and which will consequently be so mature, so realistic and so attractive that they can be transferred to regular operation after the end of the project. Of course, also with a view to an economy of scale as what has been proven to work for RBB and CCMA will also work for other stakeholders.

YLE BRIEFING

The broadcasting of competitive sports is important to YLE, as sports fans are dedicated viewers, and having an audience is important to any broadcaster. Right now, YLE is seeking to broaden the ways in which fans can experience their favourite sports, starting with soccer.

(<https://yle.fi/urheilu/3-11557926> -> note that the article is in Finnish)

Watching a match is fun, but what activities could YLE provide for soccer fans when there is no game on?

Of course, many people who watch soccer games on TV may play it for fun from time to time, at least in their backyard or with friends in a park. Parents may play with their kids, or take them to soccer practice, thus deepening social and familial relationships. Services like YouTube are for instance showing kicking techniques of star players, which people can then try for themselves.

How could volumetric scanning come into this? What new concepts can you come up with for combining volumetric technology and the audience reach that a national public broadcaster like YLE can provide?

(And if soccer is not your thing, YLE also broadcasts alpine sports, icehockey, track and field athletics, combat sports like karate or boxing, etc.)

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