



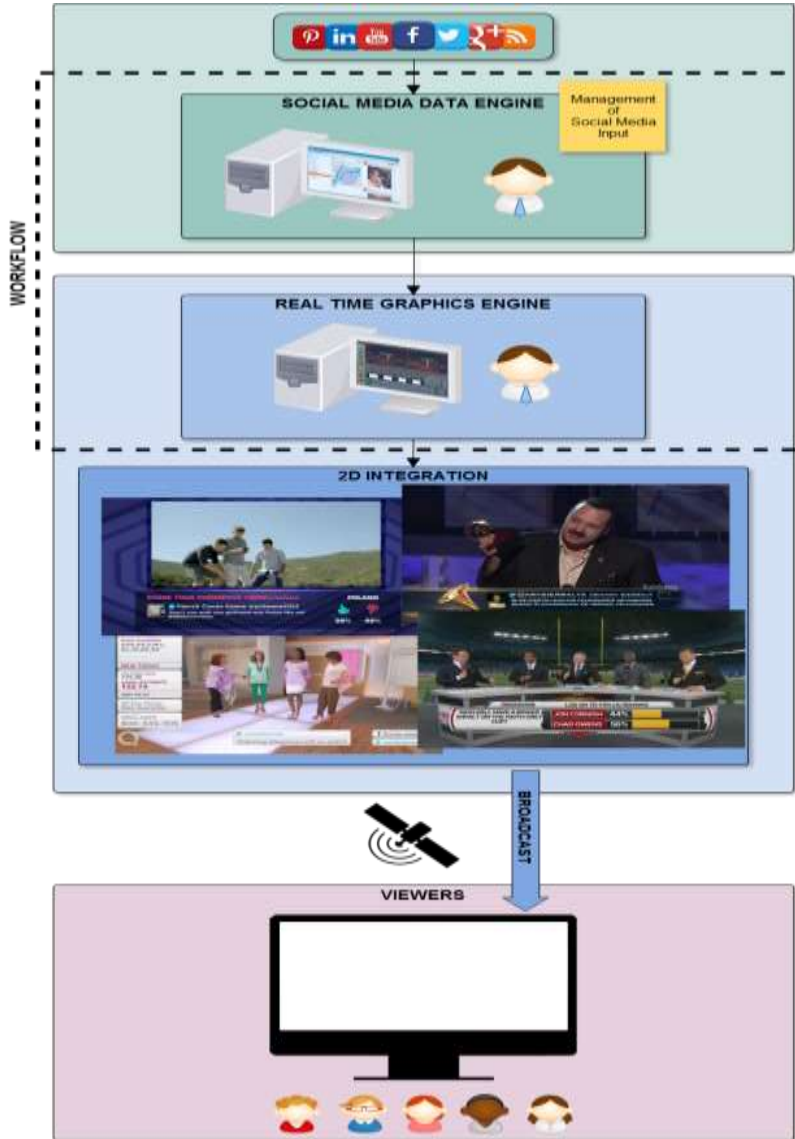
VISUALMEDIA

**Immersive and Interactive Real Time 3D Social Media
Graphics Environments for the Broadcast Industry**

Concept

Broadcasted TV program where real time information related to social media, or to any other source, is presented as **Augmented Reality graphics** included seamlessly in the scene and **with which the presenter can interact** so that information can be presented in a more engaging manner. Presenters will be able to **launch polls** at any time about any issue, **measure and share the audience opinion** at any time, **presenting the 3D charts** in real time which change according to audience opinion.





A unique solution designed to meet the express needs of **broadcast media stakeholders**.

Development of new services as a consequence of the **convergence of broadband, broadcast and social media**.

Increasing economic competitiveness.

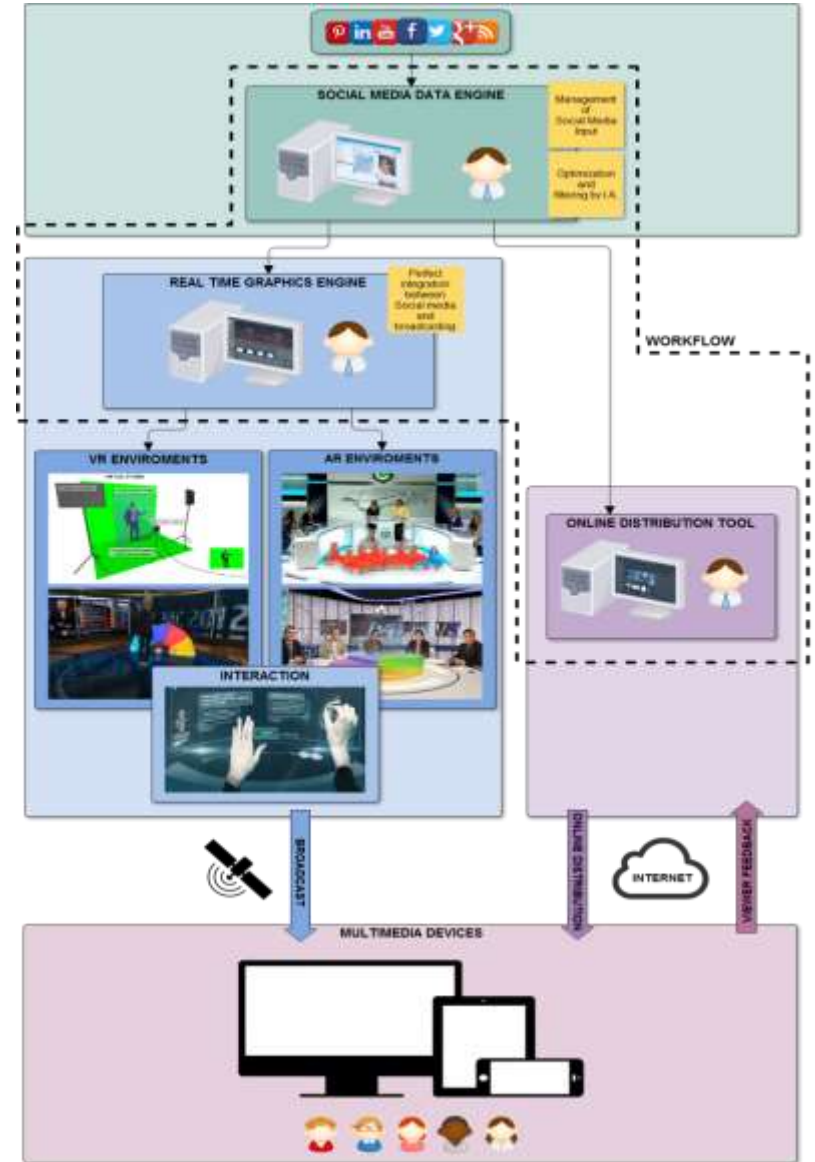
Innovations

Further development of user experience in **immersive environments** and social media, especially in any device and mobile environments.

Increasing access to **the social media graphics tools**.

Increasing user engagement by offering additional **“explorable” data**.

Increasing audience participation in **“live” programming**



Viewer Experience

Possibility to **publish texts, photos and videos** in established social media platforms that will be **visible for program producers and eventually broadcasted**, as **individual contents or as part of integrated content**, e.g. **statistics**.

Option to **interact directly with the channel selected**, through the **second screen interface that will be updated in real-time by the broadcaster**. This interaction could include such content as polls, TV contests, debates, etc. VisualMedia will obtain audience feedback through Social Media Networks, (Facebook, Twitter, LinkedIn, etc.) and **allow for a deeper analysis of user generated content than simply feeding information into the system**.



WorkPlan

User centric design method for specifying the requirements



Integration of technology



Integration of Social media and Graphics engine



 VISUALMEDIA



Test and validation



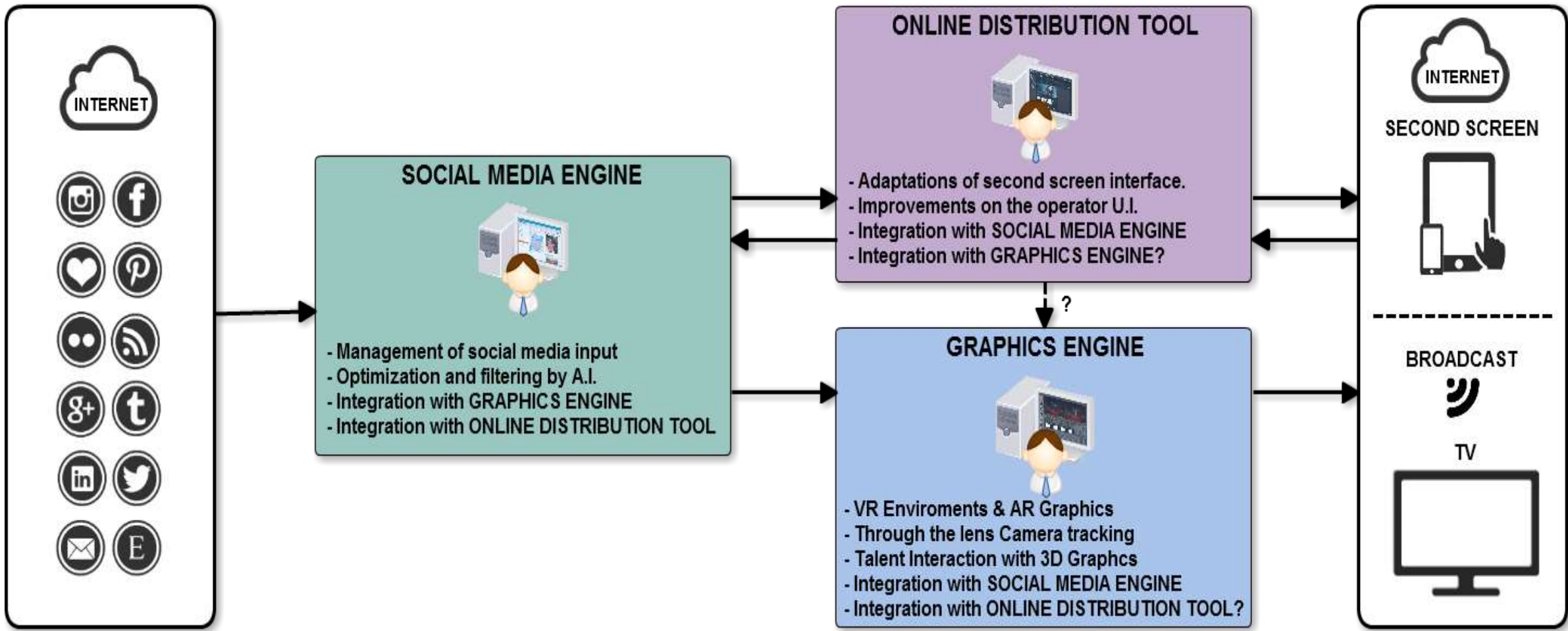
Visualmedia prototype



Market Adjustments



Architecture



Initial results

- Initial user requirements at the project's kick-off meeting (M1)
- Internal workshops at all six user partner sites (M2–M3)
- Visits to user partner sites (M2–M3)
- Focus Group Interviews at each site
- Visits to social media workplaces at partner sites
- Questionnaire to three stakeholder/user groups (M2)
- Working with technical partners to produce the VisualMedia Specification (M3–M5)

Reporting

- Summaries of each visit (M3)
- Summary to cover all user partner sites with their user requirements (M4)
- D2.3 – VisualMedia Specifications (M5)

Real Time 3D Graphics
Provider / Graphics Engine



Social TV Provider / Social
Data Engine



Adaptation & Integration



Technical Development & Integration
Visualization and Interaction



User Requirements & Validation



Large Scale Demonstration in Broadcast Media
Industry

Large TV Stations



Medium TV Stations



Small TV Station



Concertation

Differentiators

- Real time 3D graphics
- AR / VR social media graphics
- Strong set of broadcasters as end users

Commonalities / Clustering

- Second screen
 - MediaScape
 - TV-Ring
 - HBB4all
 - 2Immerse
 - ImmersiaTV
- Social media
 - Reveal (Trust)