FACILITY FOR LARGE-SCALE ADAPTIVE MEDIA EXPERIMENTATION

Personalised and participatory media

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vrt Innovation

NEM Summit – FLAME workshop

Madrid, Nov 30, 2017

About VRT

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- Public broadcaster in Flanders

  - 2200 employees

  - 3 TV Channels:Eén, Ketnet, Canvas

  - 5 radio channels: Radio 1, Radio 2, Klara, Studio Brussel, MNM

  - on-line portals (neuws, sports, culture, video zone)

    - vrtnws.be, sporza.be, vrtnu.be, radioplus.be, …

  - In-house R&D lab:
    VRT Innovatie (Innovation)

  - Several innovation initiatives: VRT Sandbox, OpenVRT, VRT Start-up, …

VRT Innovation: strategic topics

- Personalised content
  - Fitting content for every media consumer
  - Personalisation
  - Data architecture (VRT Data Prism, to be released OS)
- **Co creation & interaction**
  - Enable & stimulate interaction (e.g. Wallofmoments.be)
  - Community engagement
- New content (production) technologies & workflows
  - VR/AR/MR
  - New workflows (e.g. IP-based)
  - Lightfield technologies

Co-creation and interaction: Wall of Moments

Interaction - motivation

- Traditional TV/Radio going down
- Increased opportunity for direct interaction through digital/social media
  - Formerly: SMS / E-mail / … ~ limited opportunities
- Traditional "brands" creating an on-line extension
  - Remain connected with the media consumer, even if they are not directly watching/listening
- Interest from different departments
  - Radio stations => community engagement, collaborative storytelling
  - Newsroom => crowd journalism
  - Events => audience interaction
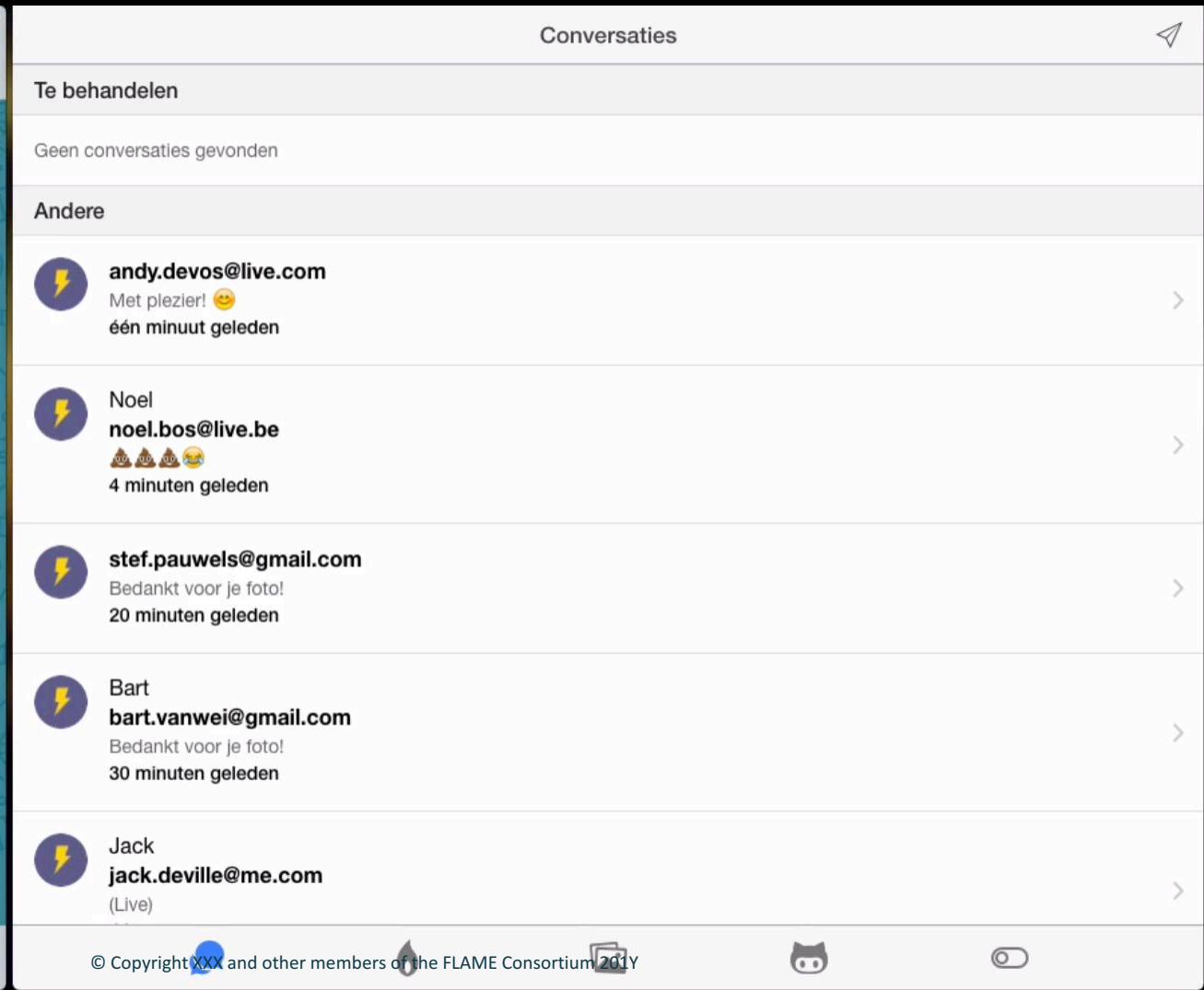 - …

Introducing Wall of Moments

- Set of applications to interact with audience

  - End-user app

    - e.g. integrated with radio app

  - Editorial app

    - Process, filter, select interesting interactions

    - Direct interaction with media consumer

  - On-site displays

    - For use at events: feature incoming content

Experiments with WoM

- Crowd journalism
  - See presentation Karim Dahdah

- Music festivals
  - Dranouter Festival
  - Leffingeleuren festival
  - All areas (StuBru radio station)
- Events
  - De warmste week
  - Het vooruitzicht

Content curation

- Interaction / co-creation is an asset for the media company

- Dealing with interactions is hard

  - 1-to-1 interaction does not scale well

  - End users expect interaction

  - Content editors have to deal with 10 things at a time

- => technologies needed to assist editors in managing interaction

Left panel — Berichten

jouw vraag?

Neen

OK, je vraag wordt doorgestuurd naar de redactie. Zij nemen contact met je op. Automatische antwoorden worden tot dan gedempt.

Hoi Andy! Deze editie hebben we een iglo in Boom. Kom zeker eens langs! Groetjes

Bedankt!

Met plezier! 😊

Bericht...

Right panel — Conversaties

Te behandelen

Geen conversaties gevonden

Andere

andy.devos@live.com
Met plezier! 😊
één minuut geleden

Noel
noel.bos@live.be
💩💩💩😂
4 minuten geleden

stef.pauwels@gmail.com
Bedankt voor je foto!
20 minuten geleden

Bart
bart.vanwei@gmail.com
Bedankt voor je foto!
30 minuten geleden

Jack
jack.deville@me.com
(Live)

FLAME platform

- FLAME provides opportunities for VRT:

  - Access to smart city infrastructure

  - Access to innovative platform for local services

  - Testbed to experiment with media services and media scenarios
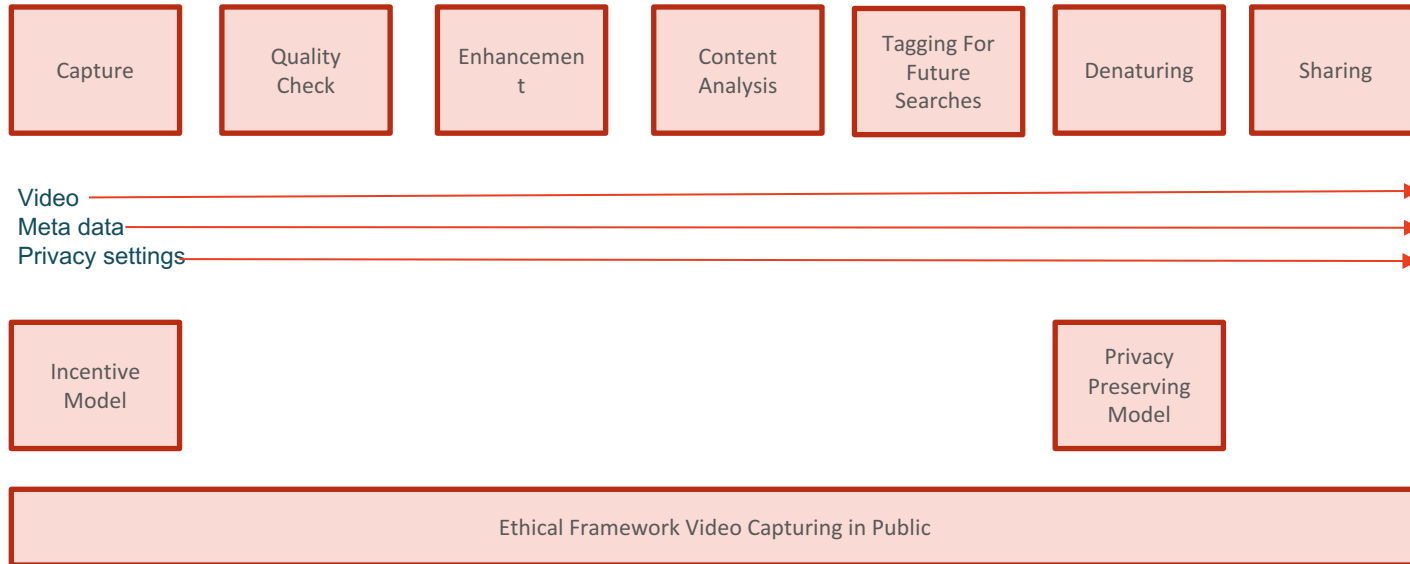
FLAME experimentation

- Technical validation: Testing FLAME platform capabilities
  - o VRT wants to learn what media scenarios are made possible with smart city infrastructure / edge computing
  - o Connectivity, local storage, Processing (e.g. transcoding, QC, content filtering, …)
  - o Having services local (in the edge) reduces cost and latency
- User validation
  - o End users: testing and validating engagement strategies for participatory media and identifying incentives for people to share audio-visual content.
  - o Media professionals: creation of insightful content dashboards (e.g. heatmaps) for editors

Media on large city sports event
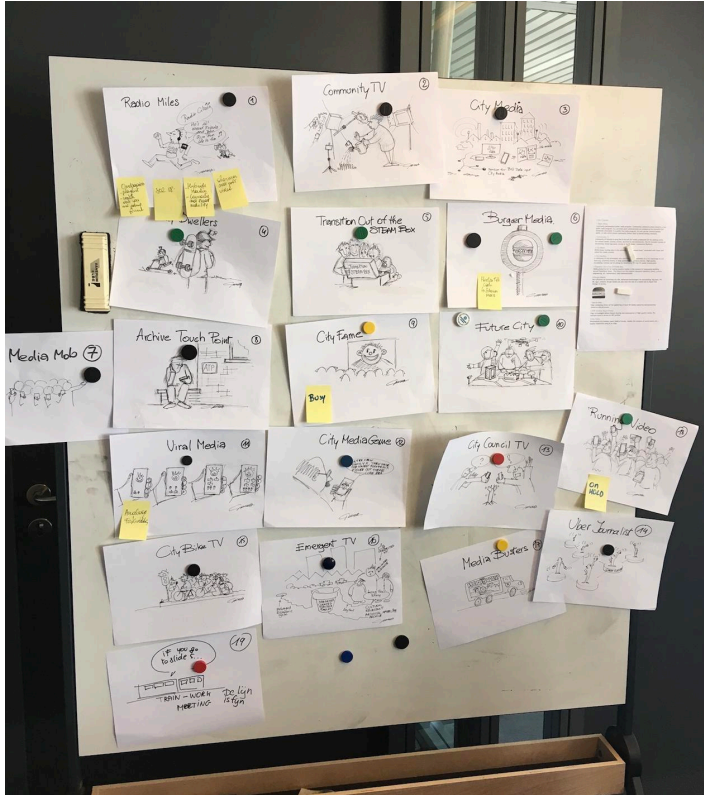
Participants and spectators join a city sports event. Together they share live event information with community members or they create e.g. collective after-event-memorabilia. Live event information can be curated into a reportage or contribute to a collective mood board. Both can be shared in a closed private community or open public community.
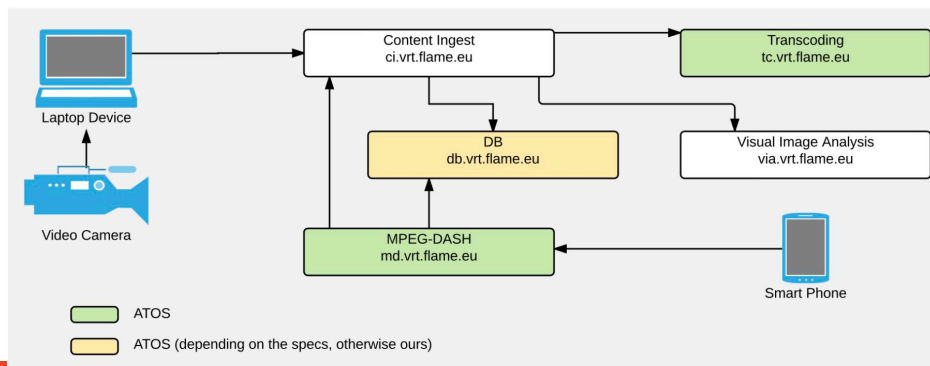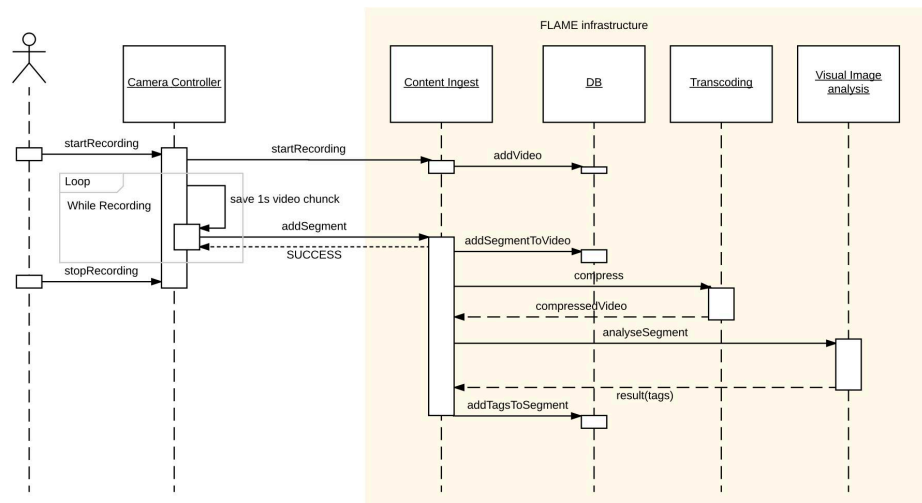
Media Pipeline

Capture	Quality Check	Enhancement	Content Analysis	Tagging For Future Searches	Denaturing	Sharing

Video →
Meta data →
Privacy settings →

| Incentive Model | | | | | Privacy Preserving Model | |

| Ethical Framework Video Capturing in Public |

First experiments

Roadmap ~ interaction

- Rolling out Wall of Moments system in VRT (2017)
  - Further integration with radio player
  - Adding features
  - Validation during live events
- Several R&D projects investigating different aspects
  - Crowd sourcing content: MOS2S (ITEA3)
  - Media processing in the edge: FLAME (H2020)
    - Opportunities to participate (open calls) - https://www.ict-flame.eu/
  - Backend automation of interaction: MARCONI (H2020

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