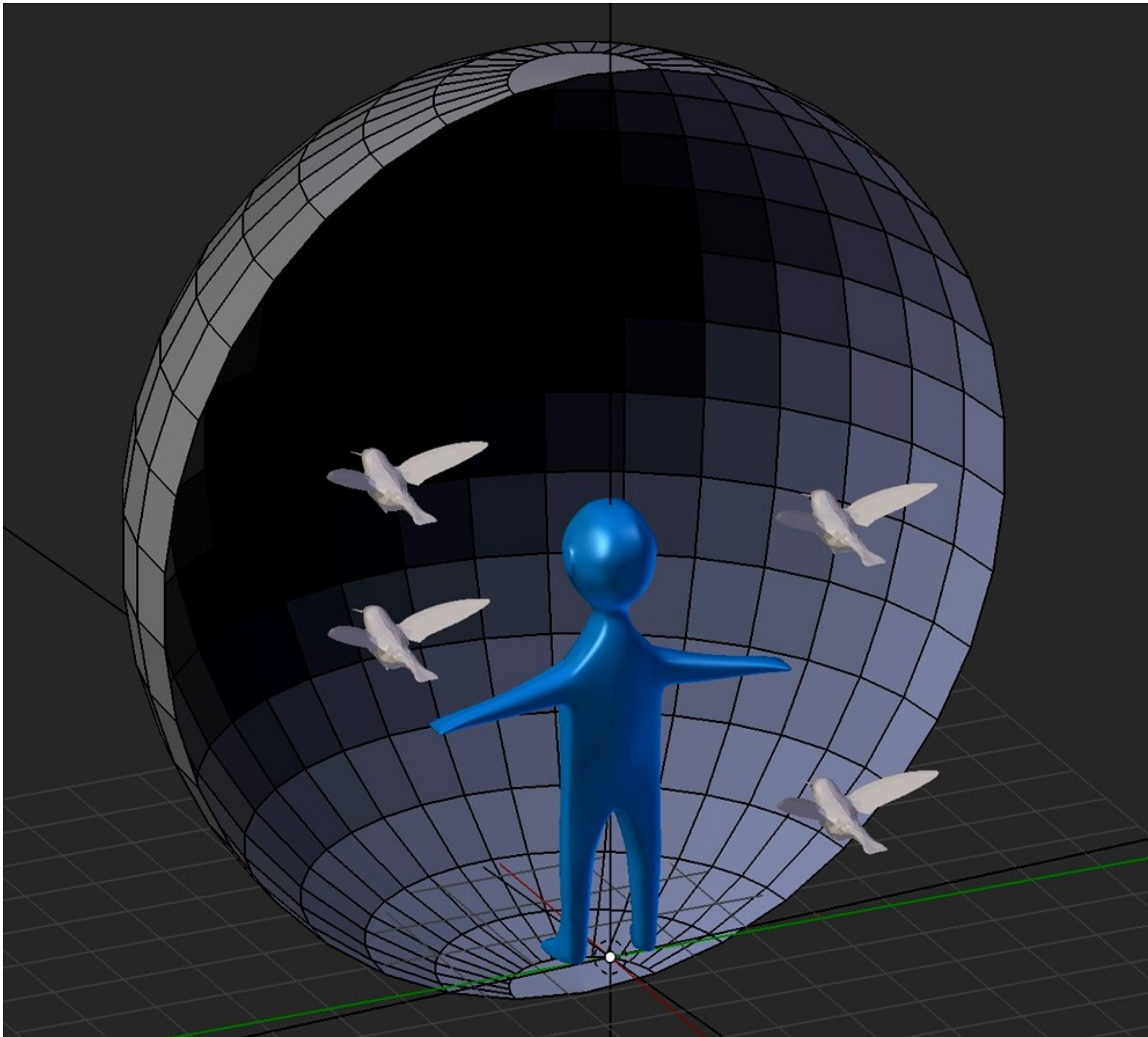


AD in 360° videos: The question of storytelling

Languages & The Media 2018 | Anita Fidyka



The aim of the project is to research the possible ways of integrating access services in 360° content:

- User-centered methodology.
- A series of focus groups in the early stages of the project.
- Pilots testing the developed tools: web editor (usability), player interface (usability) and AD strategies (immersion).

Narratives in 360° videos:

- Viewers are in the middle of action.
- Two or more important actions can happen simultaneously in different parts of the sphere.
- Attention of viewers cannot be directed in the same way as in 2D products.
- The use of film language changes. (eg. framing is not possible)

Implications for AD:

- The approach for producing AD will differ.
- The insights gained during previous research, valid for other AD modalities, need to be reconsidered.
- Setting needs special attention in AD.
- Providing AD to elements outside the range of view.
- Further studies for content selection are needed.

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