

MediaVerse

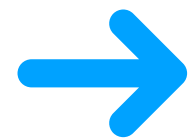
A universe of media assets
and co-creation opportunities



IMMERSIVE 360 STORYTELLING AD **Pilar Orero**



New Human Right - CRPD (2006)



Council of Europe - signs + ratifies (2012)



EU Legislative framework



**Web accessibility 2016
Audiovisual Media Directive
European Accessibility Act 2019**

EU Mandates



Transposition June 2025



**European Standardisation
EN301549**

Accessibility Services

Subtitling (Text)
Audio description (Audio)
Sign Language (Video)
Audio subtitling (Audio)
Translation (Text)
Easy to Read (Text)
Interaction -
personalisation
Buffering

360 video Accessible Story



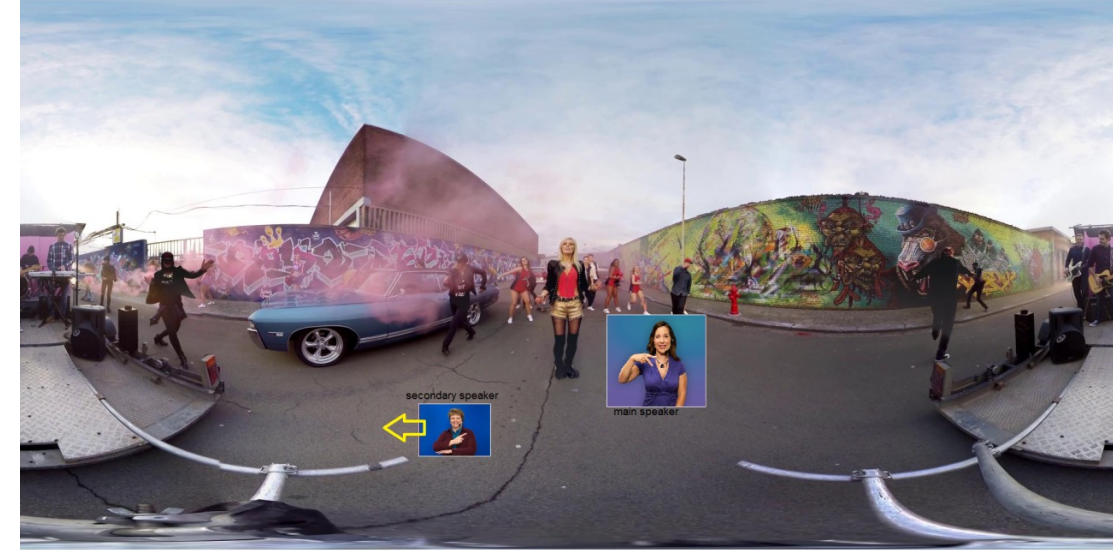
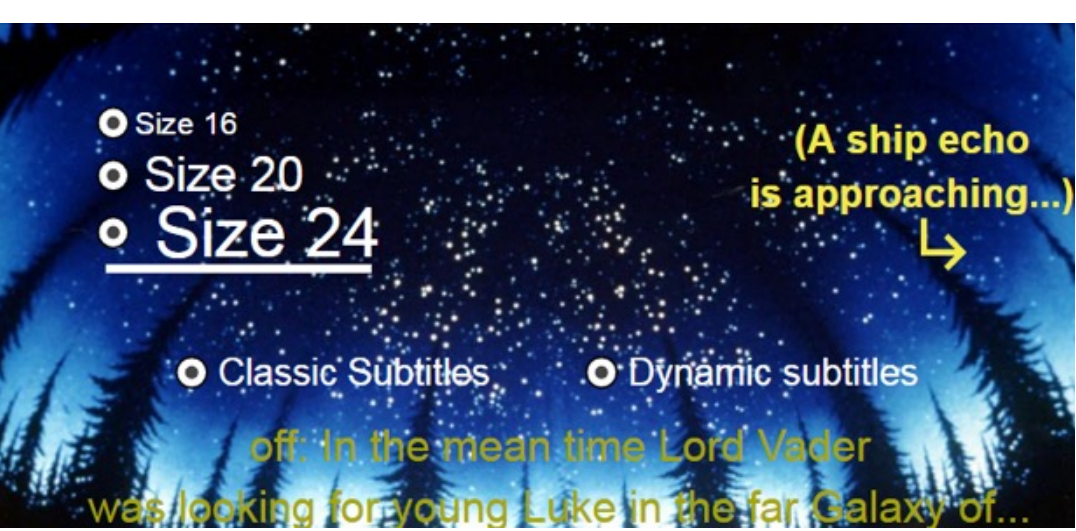
<https://app.getfader.com/projects/b098a54b-d5ba-4d41-89de-e2542e95cc18/publish>

Co-creation with vulnerable groups



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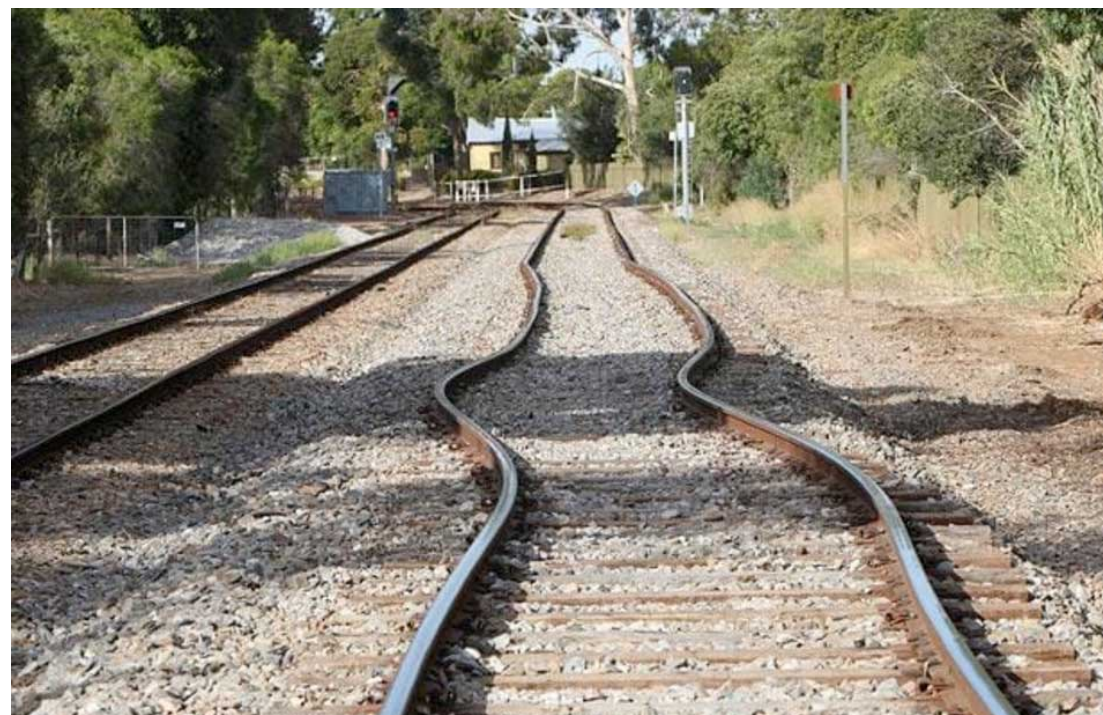




Results

Non-professionals can't generate their own 360 videos/storytelling

No editors for accessibility services in 360



IMPACT

- 1. Social benefits - co-creation storytelling, as an intervention methodology**
- 2. Evidence based data towards a model for media accessibility services copyright management**
- 3. Impact of co-creation of novel IT on novice prosumers**
- 4. Contributions for EN 301549**
- 5. Raising awareness: Communication across EU media accessibility industry of a model**

Thank you