# Immersive Media: Redefining Storytelling through 360º Concerts and Mixed Reality Productions

NEM 2024

NOV 2024

3cat

# About 3Cat

- 3Cat (formerly Corporació Catalana de Mitjans Audiovisuals) is the Catalan public organization that manages the audiovisual media of the Generalitat de Catalunya.

- Its mission is to act as a public service with a firm commitment to quality, independence and the promotion of Catalan language and culture.

- Its audiovisual offer includes:

  - TV: TV3, 33, Super3, 3/24, Esport3 and TV3Cat.

  - Radio: Catalunya Ràdio, Catalunya Informació, CatMusica & iCat FM
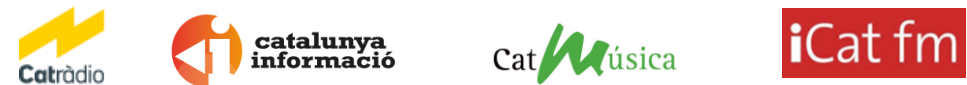
  - Digital Media: website, mobile apps, Connected and Hybrid TV, social networks, etc…

# The evolution of audiovisual content

- The digitization of audiovisual entertainment has facilitated

  - An exponential growth in the number & the diversity of programs & channels.
  - The proliferation of digital platforms and apps, and the growth of audiovisual entertainment options, including immersive media (XR).
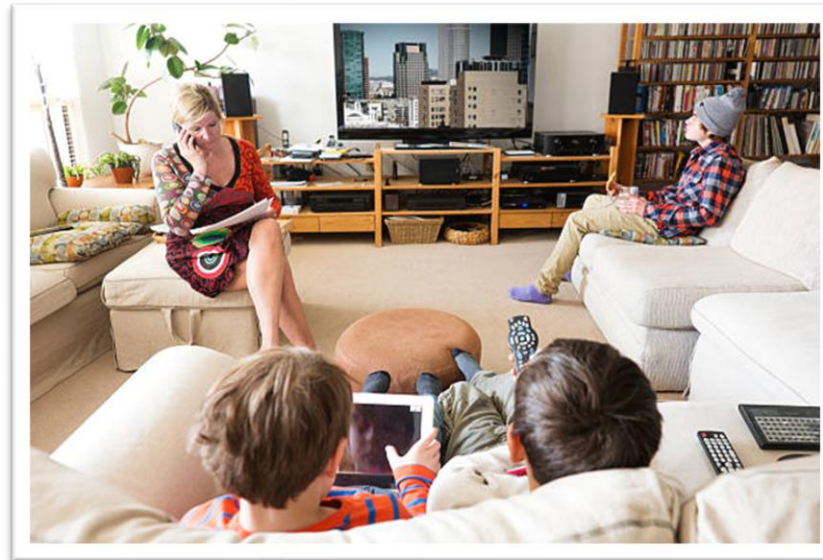
# Immersive Media

Immersive media do not replace existing formats, but expand and complement them.



https://www.canon-its.co.jp/solution/mr/vr-ar-mr/

These technologies have opened the door to new storytelling techniques and transformative ways of consuming content.

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# Immersive Media

We work together to understand, explore and apply immersive technology with storytelling to create new models of audiovisual entertainment !



**AR**

**VR**

**MR**

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# 3Cat experiences in XR



- VR 360⁰ Cinema

  "Eufòria"

  musical concert


- VR Multiuser Gaming

  "Illusions"

  SX3 Universe experience


- MR Interactive show

  "Songs of the water woman"

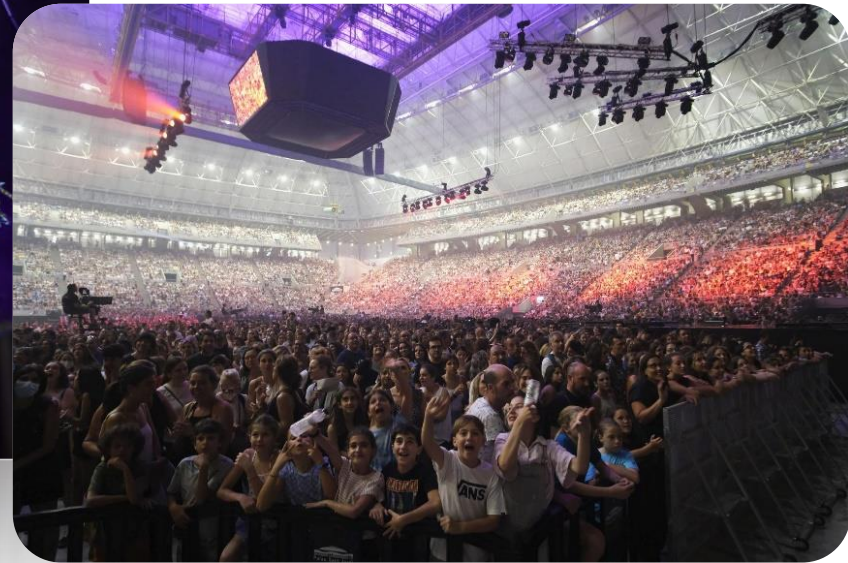  Interactive show experience

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# 3Cat Eufòria Multicam 360º 3D Experience





Eufòria is a competition of musical talents that aim to find the best new singer in Catalonia. It was broadcast for the first time in 2022 by TV3, with the participation of 16 singers.

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# 3Cat Eufòria Multicam 360º 3D Experience

Eufòria Concert at Palau Sant Jordi – 34.000 people in 2 days

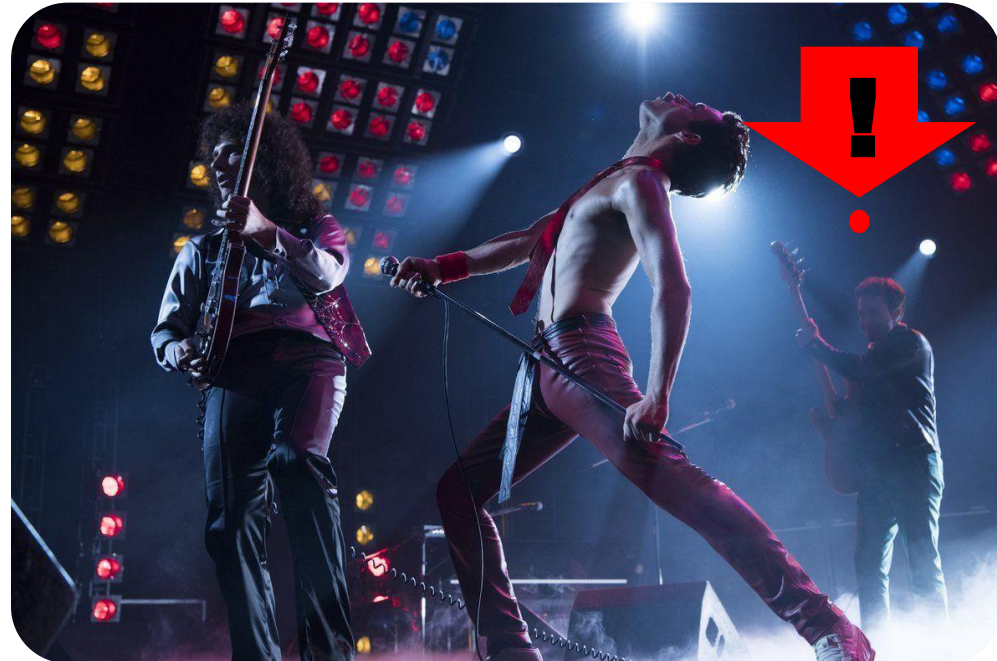# 3Cat Eufòria Multicam 360º 3D Experience

Concert was recorded with 360º Cameras installed in privileged positions.

# 3Cat Eufòria Multicam 360º 3D Experience

# 3Cat Eufòria Multicam 360º 3D Experience

There was still a lack of technologies for the distribution of live and VoD 360º multicamera contents.



Computer Vision for Multi-Platform Immersive Video project

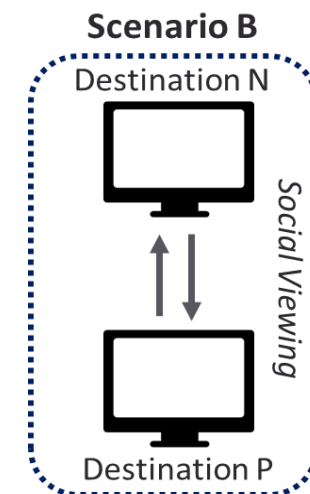The ViVIM project enabled the development of **new technologies and tools for immersive audiovisual production**.
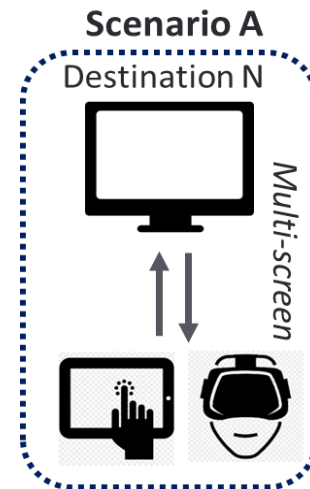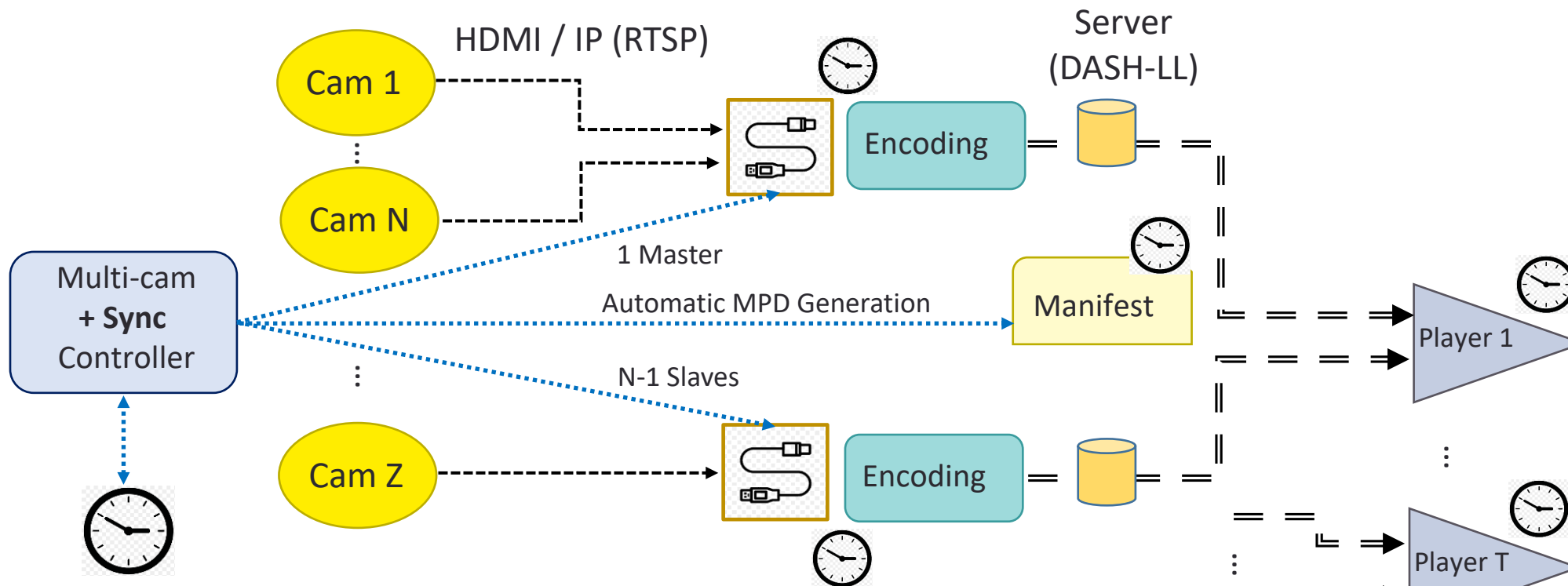
# 3Cat Eufòria Multicam 360º 3D Experience

# 3Cat Eufòria Multicam 360º 3D Experience

**ViVIM**
Visió per computador per
Video Immersiu Multi-plataforma

**Adaptive cross-platform
360º multicamera Web Player**

Designed and developed by i2CAT & 3Cat

i2cat⁹

- Use of web-based components, and cross-platform suport
- Support for stereo video and Virtual Reality (VR) mode
- Automatic detection and adaptation to device being used
- Support for different interaction modalities
- Efficient support for multi-cam and multi-device scenarios
- No need to install
- Works with nearly any web navigator
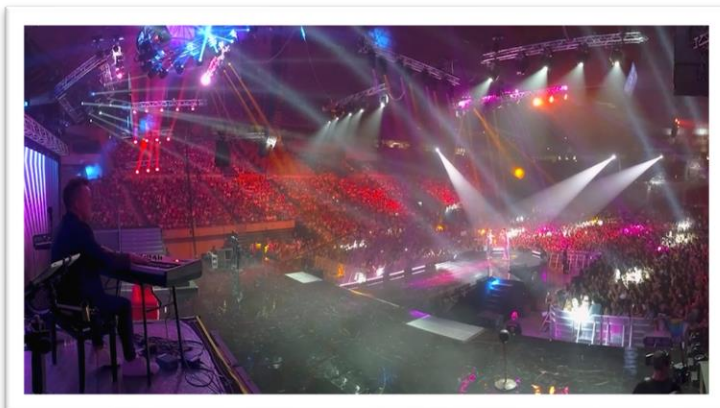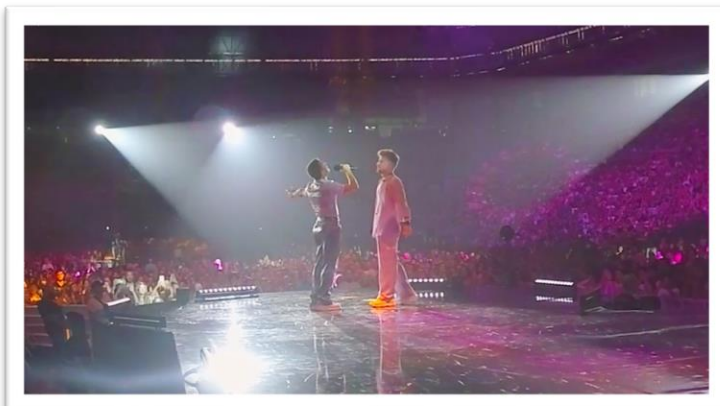- Compatible with PC/MAC, Smartphones & HMD

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# 3Cat Eufòria Multicam 360º 3D Experience

**Live 360º multicam streaming throughout the**
**Final Euforia Gala, synchronously to TV broadcast.**

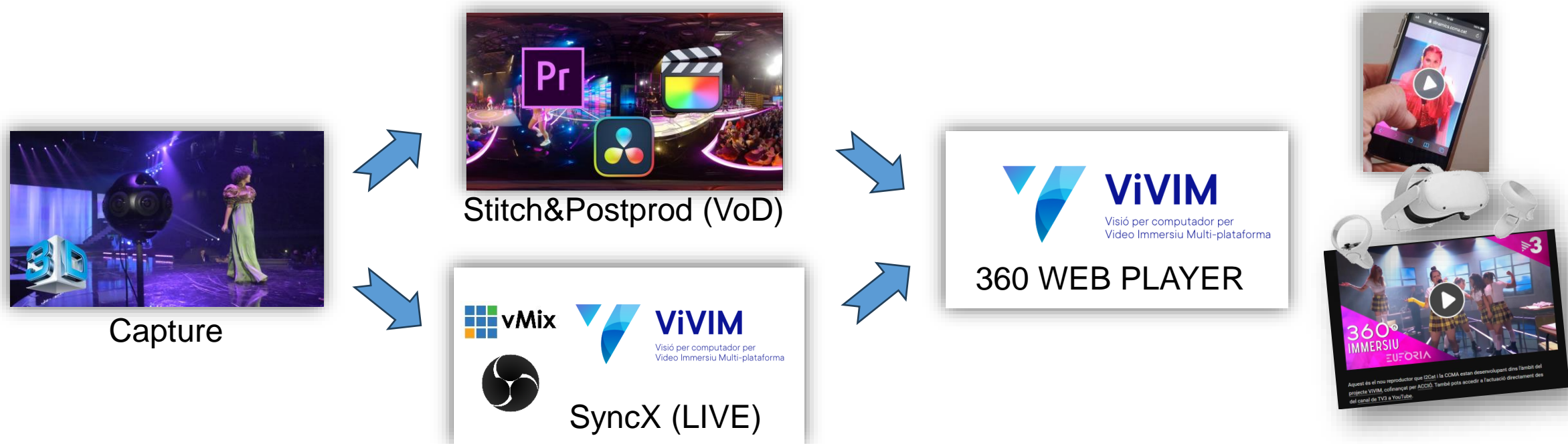# 3Cat Eufòria Multicam 360º 3D Experience

**VoD stereoscopic 360º multicam streaming**



**EUFÒRIA – Palau Sant Jordi's Concert**

ViVIM

Visió per computador per
Video Immersiu Multi-plataforma

Experience direct access
from your Smartphones !

# 3Cat Eufòria Multicam 360º 3D Experience



Capture

Stitch&Postprod (VoD)

vMix ViVIM
Visió per computador per
Vídeo Immersiu Multi-plataforma

SyncX (LIVE)

ViVIM
Visió per computador per
Vídeo Immersiu Multi-plataforma

360 WEB PLAYER

Democratization of 360 cinema production and distribution
- **Increased accessibility** – better tools for content creation
- **Wider distribution platform** – ViVIM, Youtube VR, Oculus, Apple…
- **Mass Consumer Adoption** – immersive content is becoming accessible to a larger audience. (example: Quest 3S)

# 3Cat "Il·lLusions" SX3 Universe

- SX3 is the new children project, with a transmedia, omnichannel and multiscreen offer, in order to keep a sense of community and the values of public service in the digital world
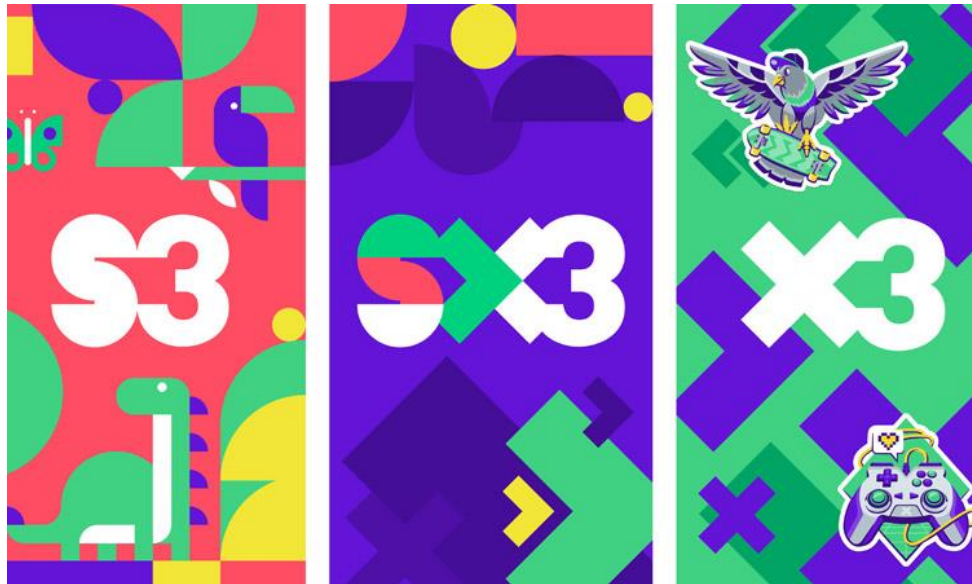


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# 3Cat "Il·lLusions" SX3 Universe

**SX3 launched "Il·lusions," a virtual experience that attracted 28,000 visitors in just one month.** The goal was to engage new audiences by leveraging innovative audiovisual storytelling. How did they do it? By creating an immersive experience within the SX3 Universe, <span style="color:red">shifting viewers from simply watching content to actively experiencing it through virtual reality</span>.

# 3Cat "Il·lLusions" SX3 Universe

# 3Cat "Songs of the water woman" MR experience

Produced by **3Cat** in collaboration with:
- **La Fura dels Baus** theater company
- **Produktia TV** immersive content producer

" Songs of the water woman" is a **powerful call to action against human pollution** (plastics, oils, and countless other harmful substances) that devastate our oceans. The goal of this performance is to raise awareness of humanity's impact, highlighting that marine life and ecosystems are the ones who suffer the most.

**"Songs of the water woman" was an event that combined live human performances with Mixed Reality elements, immersing viewers in a surreal underwater world.**

# 3Cat "Songs of the water woman" MR experience

Participants, wearing mixed reality glasses, interacted directly with the virtual environment, actively "cleaning" the polluted ocean by shooting bubbles to remove waste and sending a powerful message about ocean conservation.

# 3Cat "Songs of the water woman" MR experience

The entire performance was captured and live-streamed, offering both participants and viewers a fully synchronized, interactive show.
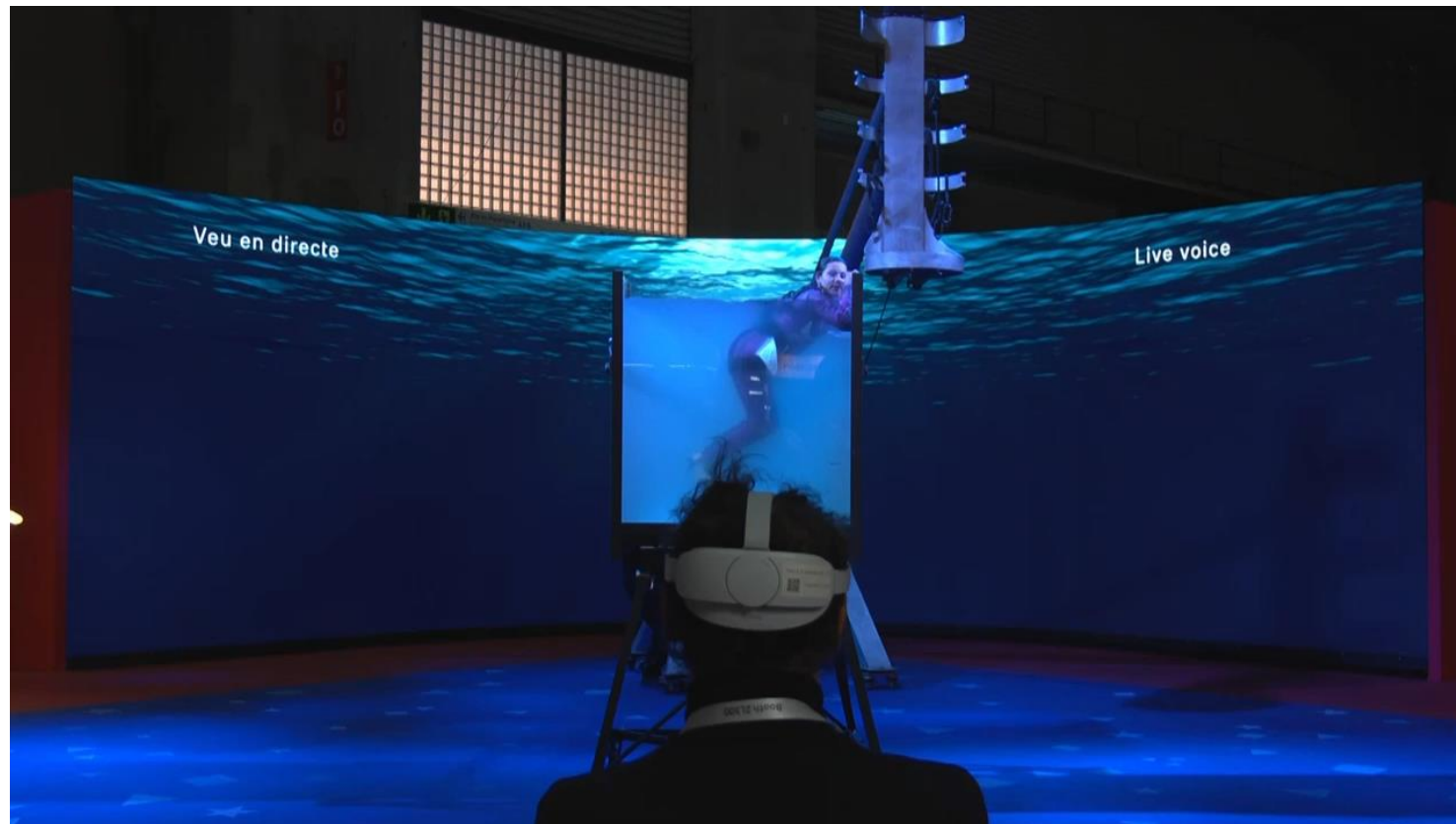
# Immersive Media – Redefining storytelling

That's the right moment to keep:

- **Experimenting with new immersive formats:** Developing shows like game competition shows or educational programs in hybrid studios with real and virtual elements.

- **Revolutionizing audience interaction:** Allowing viewers at home to participate in real-time mixed reality experiences.

- **New narratives and immersive environments:** Expanding traditional media boundaries to create closer and more innovative experiences.

(and always remember… content is king, always paired with engaging storytelling)

# Immersive Media – Redefining storytelling



*Mixed reality from the sofa at home*
*(source: https://twitter.com/ZapparApp/status/1676976803653603328/photo/1)*



*HADO is a mixed reality game started in Japan.*

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# Immersive Media – Redefining storytelling



*Gaming, Room escape, educational shows, etc*
*Extended reality puts the magic in your hands.*

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# THANK YOU

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