

DIGITAL MEDIA DAYS 2018

DATE
9 March 2018

AGENDA
02.03.2018

DIGITAL STORYTELLING WITH AR/VR WORKSHOP ROOM: A (1ST FLOOR)

AGENDA

Friday 9 March

SESSION ONE

- 09:00 WELCOME AND INTRODUCTIONS**
Paola Sunna, EBU Senior Multimedia Research Engineer
Anne-Marie Lupu-Morel, EBU News Editor / Digital projects lead
- 09:05 DEMYSTIFYING AR/VR**
Paola Sunna, EBU Senior Multimedia Research Engineer
- 09:10 STATUS of AR/VR @ OUR MEMBERS & WORLDWIDE**
Alexandra Brenkman, EBU Senior Media Analyst
- 09:20 KEYNOTE**
Richard Mills, Sky VR Studios Technical Director
Technical & creative challenges of virtual/immersive content production
- 09:45 TOOLS**
Usman Shakeel, Amazon Web Services Worldwide Technology Leader
An Overview of Amazon Sumerian – A managed service for building VR/AR/3D Experiences
- 10:05 VR USE CASES & EXPERIENCES**
France TV Lidwine Ho, Immersive audio for VR
DW Alexander Plaum, Create VR stories easily and quickly with Fader

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SWR Sinje Matzner, What to do with 360 photographs on TV
Český rozhlas Robert Candra *TBC*

11:00-11:30 COFFEE BREAK

SESSION TWO

11:30 **WORKSHOP/EXERCISE**

Ezra Eeman, EBU Head of Digital

12:00 **AR USE CASES & EXPERIENCE**

ZDF & Beuth University of Technology

Interactive Storytelling with AR Technologies

Rainer Kirchknopf, ZDF Future Technologies System Engineer

R. Strzebkowski, BUoT Professor Interactive Media Systems

YLE Wesa Apro, Lessons learned from creating a horrible AR experience

12:30 **TOOLS & TRICKS**

Antony Vitillo, AR/VR consultant and blogger, Skarredghost

AR and VR stories from different perspectives

12:50 **OUTLOOKS & TRENDS**

Paola Sunna, EBU Senior Media Research Engineer

13:00 **SUMMING UP – DISCUSSION ON NEXT STEPS**

Paola Sunna, EBU Senior Media Research Engineer

Lucas Guillermin, EBU Media Strategy Project Coordinator

Anne-Marie Lupu-Morel, EBU News Editor / Digital projects lead

13:30 **END OF WORKSHOP**

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DIGITAL MEDIA DAYS / DIGITAL STORYTELLING WITH AR/VR
PRAGUE, 9 MARCH 2018