

immersive 360° video



What You Need to Know
about 360° Video/VR

Includes

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360° video isn't just an emerging technology anymore—it's becoming an **impactful necessity** for engaging with consumers.

- » Over 1 billion people will regularly access immersive content by 2020
- » Worldwide spending on AR/VR is expected to be more than \$20 Billion in 2019
- » 71% of consumers agree that a brand that sponsors VR is forward-thinking and modern
- » 74% of VR experiences viewed are travel and adventure based

Source: VR Stats Every Business Leader Should See, Yulio Technologies; International Data Corporation Worldwide Semiannual Augmented and Virtual Reality Spending Guide 2018.

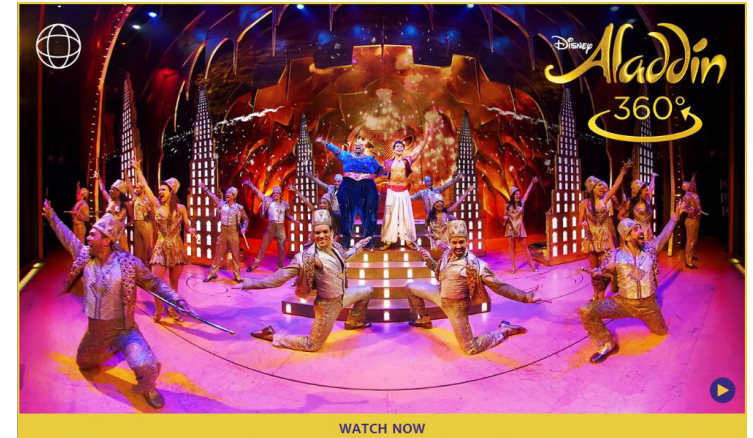


360° Best Practices

Good news! Core video principles still apply to 360° video. However, leveraging the immersive nature of 360° video will help you connect with and engage viewers on a deeper level.

Here are some tips to consider when producing 360° video content.

- » Know the video's audience and distribution strategy from the start
 - » 360° video ad units are rising in popularity and can be seen everywhere from native ad placements on top publishers like The New York Times to in-feed ads on Facebook.
- » Have a distinct message and purpose
- » Engage, inspire and create a memory
- » Be authentic
- » Have high-quality execution, both in production and in storytelling
- » Consider creating content that is evergreen in order to extend the life and use of the video.



Ex: The teams at Konzept VR and OmniVirt partnered to create this immersive experience for Disney Theatrical Productions and Aladdin on Broadway. It puts the viewer center stage to watch one of the show's hit songs and share fun facts along the way. Check it out at bit.ly/2B71D7R.



Ex: Discover Puerto Rico developed a 360° video experience to showcase the venues and activities the island has to offer the meetings industry. The video gives planners an inside look at Puerto Rico's meeting venues, hotels and resorts, culture and more. Check it out at youtu.be/1Hgg4m5KF_Y.



4 Key Considerations

360° technology is quickly evolving and with it, so is consumer interest. Video producers must not only understand the technology, but also understand how to tell an engaging story to effectively connect with this growing audience.

1. Crew

- » While there is minimal crew involved, it takes a specialized team to capture the right content in the right way.
- » Producers must be aware of their surroundings when shooting — viewers will see the entire space, not just what's in front of you.

2. Equipment

- » Since a 360°/VR shoot has limited equipment requirements overall, choosing the right equipment is crucial. There is a wide spectrum of options for 360°/VR that producers can choose between, from single-camera options to multi-camera systems. Each has its own pros and cons (from on-location setup to extra post time), so it's important to choose the right solution for your project.

4 Key Considerations

3. Content and Video Shoot

- » The main story should happen in the front 180 degrees; the remaining space is added value. However, you have to plan the entire scene and account for everyone on camera.
- » In a 360° environment, it's important for a viewer to be able to develop a sense of direction. When shooting, keep the focal point in mind and keep it consistent when you're in new scenes.
- » Think through the primary way viewers will experience the video, and consider that you may need to change the point of view in order to deliver the best experience for the viewer.
 - » e.g.: A 360° video experience on a headset will be very different than on a desktop, or in an immersive 360° dome at an event.
- » Everyone is visible in a 360° scene; there's no behind the scenes. The crew and team on set need to be dressed the part and ready to blend into the background.
- » Plan shots in advance to ensure the story progresses. While the viewer has full control over where they look, using elements such as audio cues, talent motions and graphics can help engage them in the story.
- » Be mindful of where the talent is placed in a scene. If they're too close, they might look large and distorted but too far and they won't feel like part of the action.
 - » This is especially important with 360° video as you are limited in your ability to crop into a shot based on the relative stitching required in post.
- » If working with a multi-camera system, think about where the stitch points are and avoid having talent and action in those areas.
- » Before and during the shoot, plan out transitions from one scene to the next in order to avoid abrupt cuts between scenes.





4 Key Considerations

4. Post- Production and Editing

- » Anticipate post-production to take longer for 360° degree videos even if even if automated camera stitching is an option. Focused and thoughtful editing is essential to develop a compelling story.
- » Post-production capabilities become a big differentiator between 360° production companies and their costs. Standard post still includes color correction and minimal equipment removal while higher-end production allows for more environment manipulation, such as removing people and large equipment.
- » If you're using graphics for the viewer or to enhance the footage, use them sparingly. Graphics should help guide and/or enhance the story, not distract from it.
- » Before finalizing, have a few team members who are not as familiar with the project explore the 360° video to ensure it delivers on the original goals and clearly conveys your message.

Case Study: Amelia Island CVB

Background

Some children have grown up never experiencing the beach and ocean in their lives. Knowing this, Amelia Island CVB wanted to find a way to bring the beach to them. Using 360° video and dynamic camera movements to capture Amelia Island, the CVB created the “Never Seen the Ocean Before” campaign. When the children put on the VR headsets, they were instantly able to experience Amelia Island, its family-friendly activities and the magic of the ocean.



Case Study: Amelia Island CVB

Process

Miles and Amelia Island worked together to brainstorm activities and attractions that best represented the destination and would be well-suited for a 360°/VR experience. Leveraging the power of 360° video, the team used a variety of shooting methods to incorporate movement including:

- » Fixed/anchored shots that helped set the scene at the start of each video experience, and transition viewers from reality to a unique VR POV.
- » Low-flying drones that captured a ride on horseback.
- » Mounted cameras and drones that created consistent movements and unique camera angles to connect each segment of the video.

Results and Distribution

The result was an immersive 360° video depicting Amelia Island's water-centric activities in a highly immersive way. Members of the CVB traveled to several non-coastal urban areas to visit children's centers and host special viewing events with VR headsets. The campaign was loved by kids and parents alike. Watch the video at https://youtu.be/eKA0s97jK_U.

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“The 360° video in the VR headsets was a HUGE hit! The kids loved it and couldn't get enough turns watching the video. The reactions and comments were priceless! They walked with their hands out, crawled on the floor and looked every which way.”

—Amy Boek, Chief Marketing Officer, Amelia Island CVB

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We believe that proactive communication is a key to continuous engagement, so we send out bimonthly emails to keep our clients and industry partners in the loop.

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