

# VIRTUAL REALITY

Virtual Reality is hot in the domain of video games, but what can it bring for public service media? EBU Members are exploring the ways VR can produce more immersive experiences.



## THE CHALLENGE

Public service media (PSM) organizations have an obligation to continuously explore whether unlocking the potential of new media technologies would allow them to better serve their audiences. Virtual Reality (VR) is a technology of growing interest.

It is obvious that VR provides new opportunities for content creation and viewer engagement, but it does not yet have a wide audience and there are various editorial and technical challenges still to be addressed.

## SHOWSTOPPERS

Feedback gathered by the EBU suggests that a number of factors are preventing Members from committing more resources to VR. In particular:

- Low VR adoption by end-consumers, unknown ROI
- High production cost per minute viewed
- Too low (visual) quality and high bandwidth requirements
- Non-interoperable VR platforms
- Lack of established workflows
- The potential for motion sickness has not been fully resolved

## HOW THE EBU HELPS

The EBU Virtual Reality Initiative (#EBUVR) is an interdisciplinary approach to support EBU Members in their exploration of VR. #EBUVR facilitates the exchange of VR-related knowledge, promotes Members' work and ensures broadcaster requirements are reflected as technical recommendations and standards evolve.

A VR User Group has been launched by the EBU's Technology & Innovation department. The group is gathering use cases, requirements and best practices for VR production guidelines.

The EBU will contribute to the VR Industry Forum (VR-IF), of which it is a charter member. VR-IF is developing guidelines to ensure high quality VR experiences, from production to consumption.

## FIND OUT MORE

EBU VR User Group

[tech.ebu.ch/vr](http://tech.ebu.ch/vr)