WP4

Media Content Interaction & Accessibility

Year 2 meeting

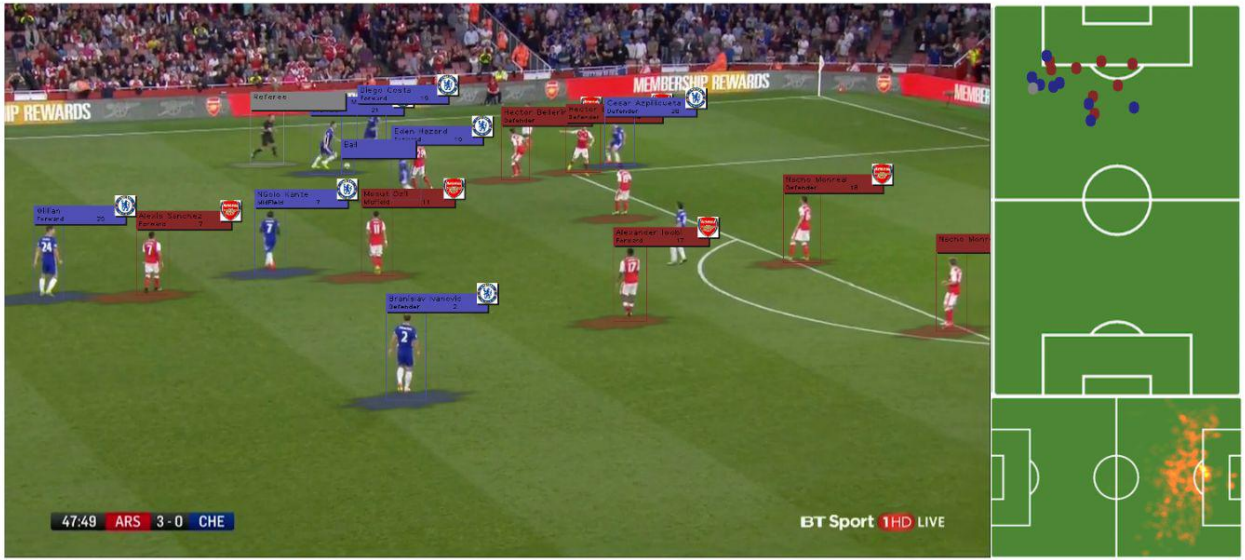
November 2022

Media Futures

FootyVision – An Automated Approach to Football Player and Ball Detection, Tracking, Augmentation, and Identification.

Peter Andrews, Ph.D. Candidate, MediaFutures WP4.

Retrieve information from flat, un-calibrated, un-interactive linear media using state-of-the-art Computer Vision and Deep Learning Algorithms. Use this information to hyper-personalize the end users experience.



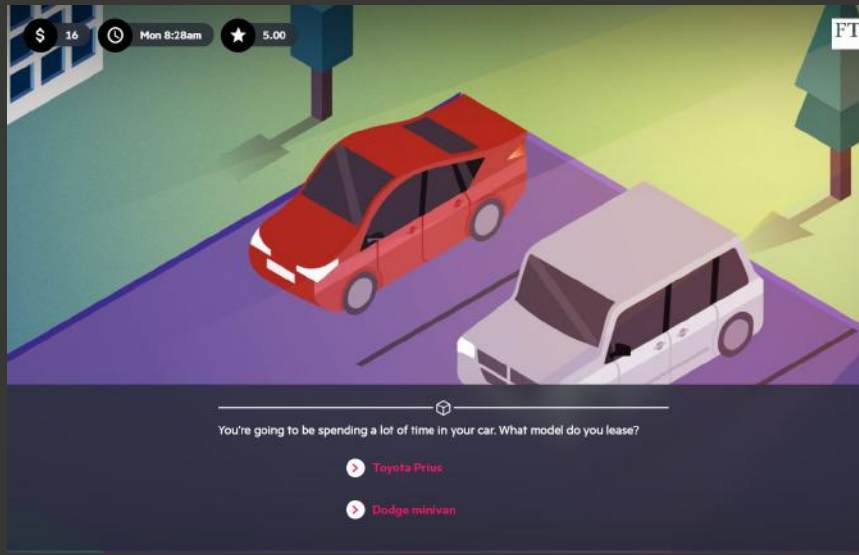
FootyVision develops real-time statistics from live matches while performing player and ball localization to help the user better contextualize the match.

This information provides groundwork for an interactive environment where information can be personalized on a user-to-user basis.

Jonathan Geffen, PhD student: Newsgames for younger audiences

- **Newsgames** are digital games which accompany and illustrate news stories
- Existing research on newsgames is focused on **young adults**

- Our research project investigates **the design and experience of newsgames for children**
- We also intend to explore the **accessibility** and **social play** potential of newsgames
  - Designing newsgames for **Intergenerational Play**
  - Designing newsgames to support **children with special education needs**



Screenshot from FT's Uber Game - https://ig.ft.com/uber-game/

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Research students: Incoming Secondments

PhD level:

Floris van Hofen, UiB (N):	Collaborative marine AR
Ziming Wang, Chalmers (S):	Social Drones
Yuchong Zhang, Chalmers (S):	AR for industrial processes
Adam Nowak, Lodz (PL):	AR for industrial processes

Master level:

Cyriak Heierli, ETH (CH):	AR for marine process and control

HCI, ID, and MIX Master projects

With **NRK/Schibsted:** AR News2

With **TV2**: Image search system. Presenting metadata

With **BT**: Digital journalism. The reading experience

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EU COST Action on Media Accessibility

European Cooperation in Science and Technology research network on Media Accessibility.

=> NRK

Pilar Orero

cost

EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY

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Planned conference:
ACM VRST 2024 in Bergen, Oct/Nov 2024

VRST2024

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VRST2024

We welcome:
Workshops, e.g., on AR/VR in media
-Conference dinners **sponsors** (1, 2, 3)

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Year 2 advances

Aim high!

- New demonstrations
- New ideas
- More collaboration

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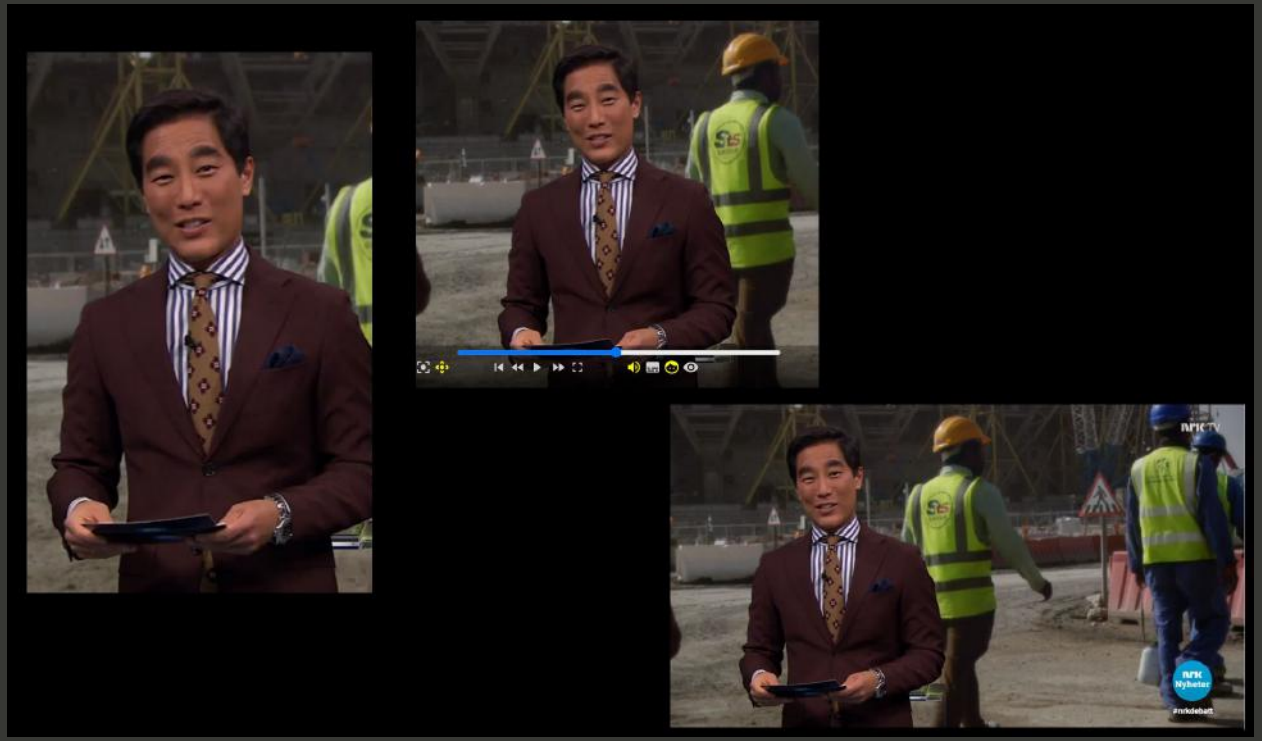
Dynamic Aspect Ratio

- Fully automated
- Every frame
- Smooth tracking



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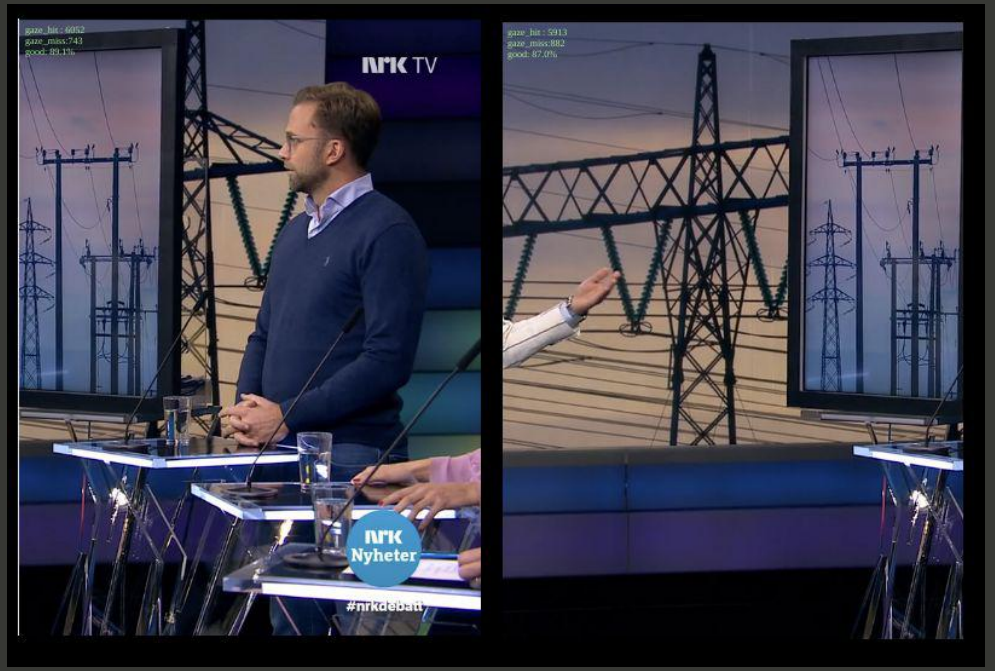
Eye tracking experiment



Nose centering

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New challenge

Textual radio

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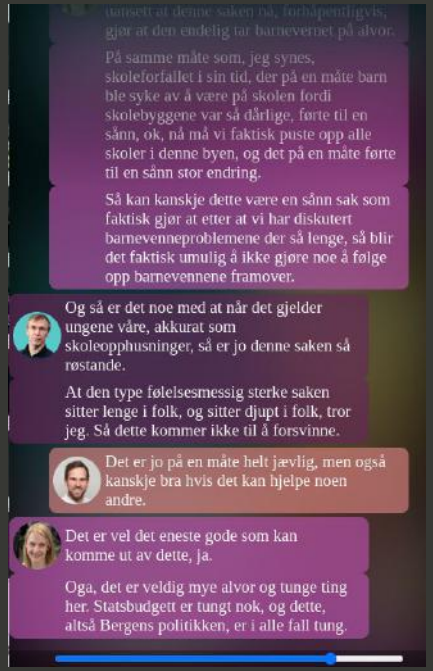
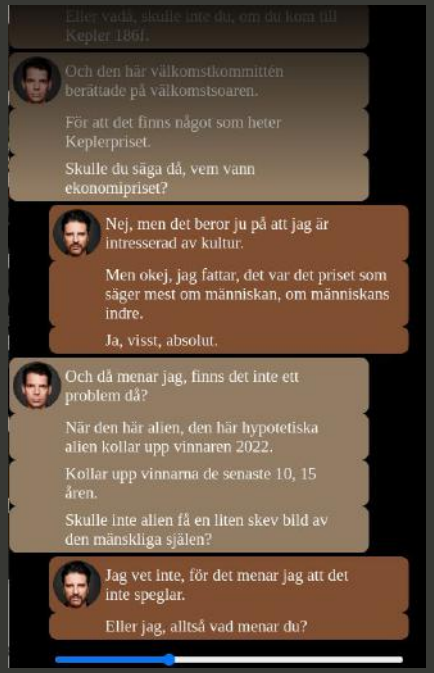
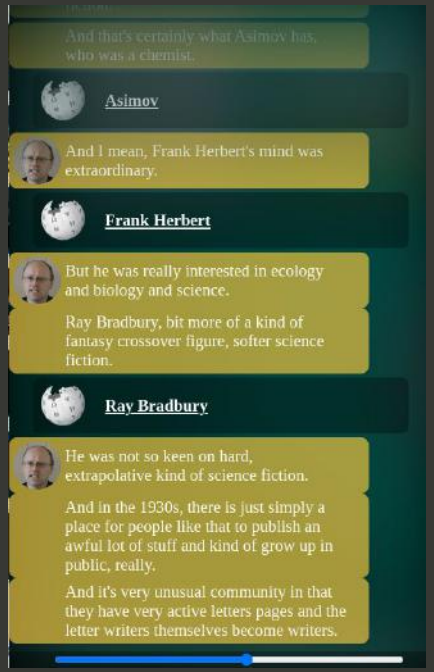
Fully automated







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Combining DAR & FancySubs

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Test it yourself

https://wp4.demos.mediafutures.no/

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Collaboration

Bergens Tidende

2 Skole

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Understanding
The Podcast experience

Jan 2022

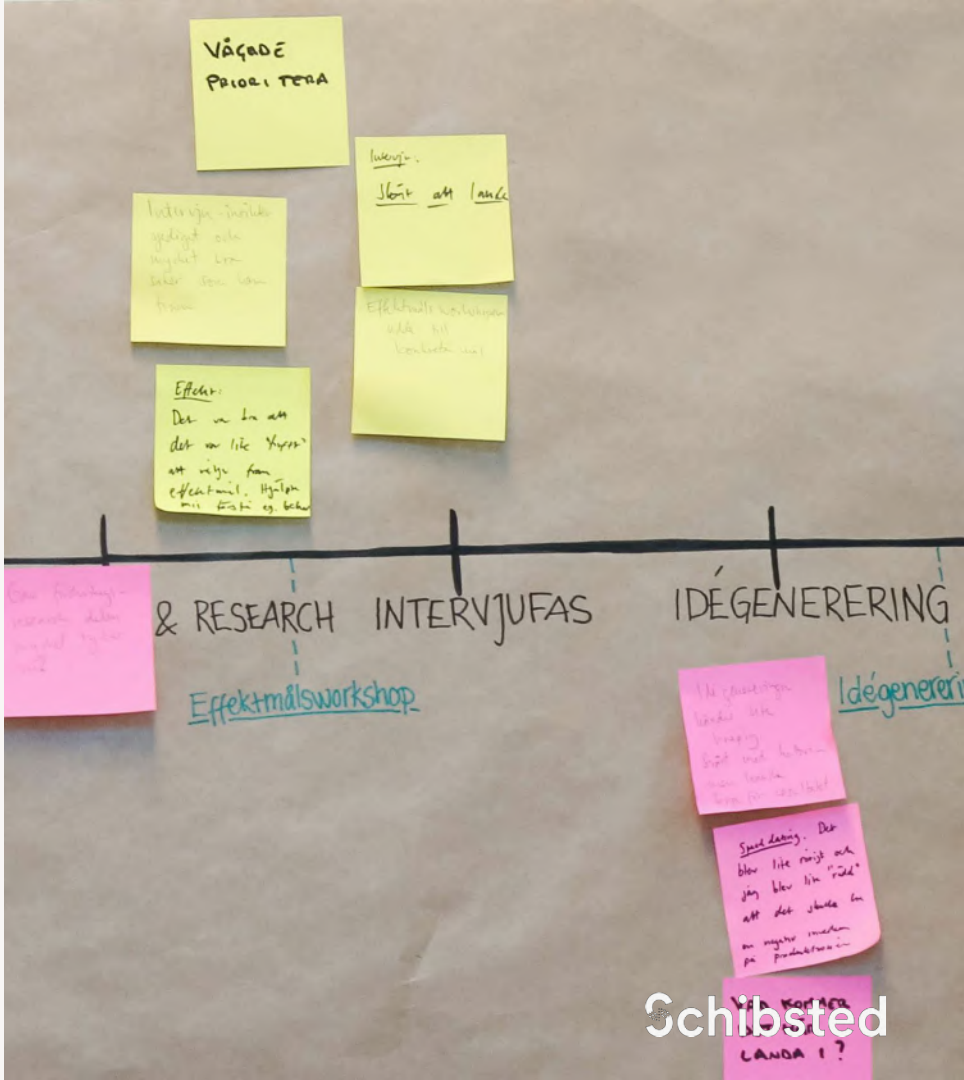
Marcus Rydling, Pernilla Danielsson

Schibsted

Intro

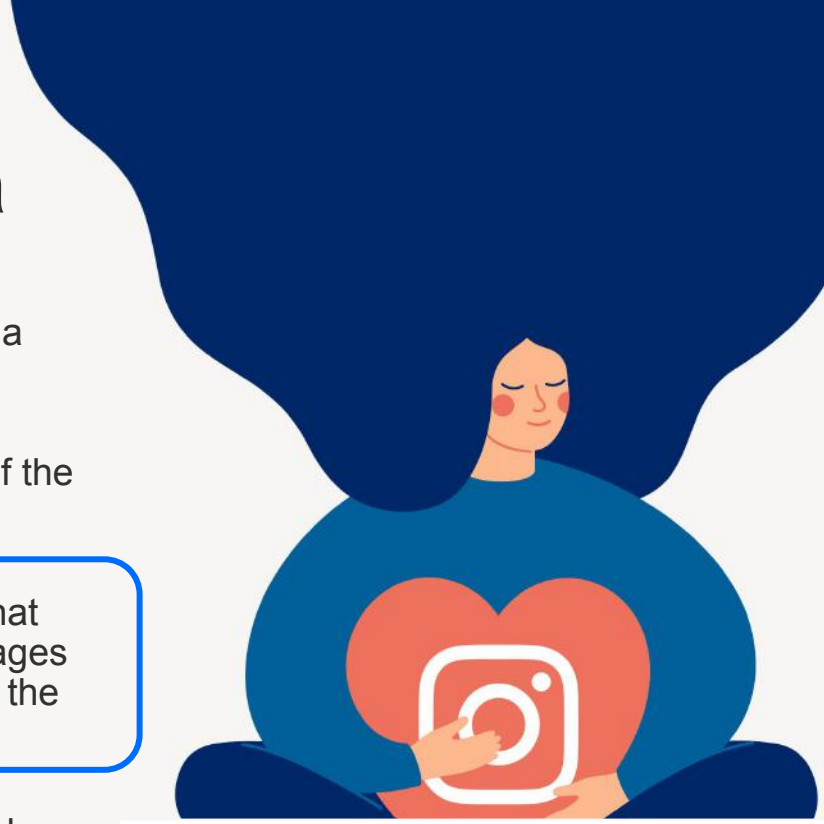
The goal was to get better insights of users podcast habits and how the user journey of listening to podcasts on our platforms was.

This presentation is a summary of all podcast research made in 2021. Combined interviews from 30 persons both from Norway and Sweden.



Podcasts in social media

- Most people we talked to didn't follow a podcast or a podcast's hosts on social media
- But many of the frequent listeners who were fond of the podcast hosts followed them in some way
- Those who followed a podcast on instagram said that they liked when they posted behind-the-scenes images or showed something visual that was referenced in the podcast.
- We have also noticed that discussions about episodes can take part on social media, as a part of extending the podcast. Some listeners really wants to give their comment on the latest episode.



What if we could give our listeners the opportunity to discuss episodes on our platform ?

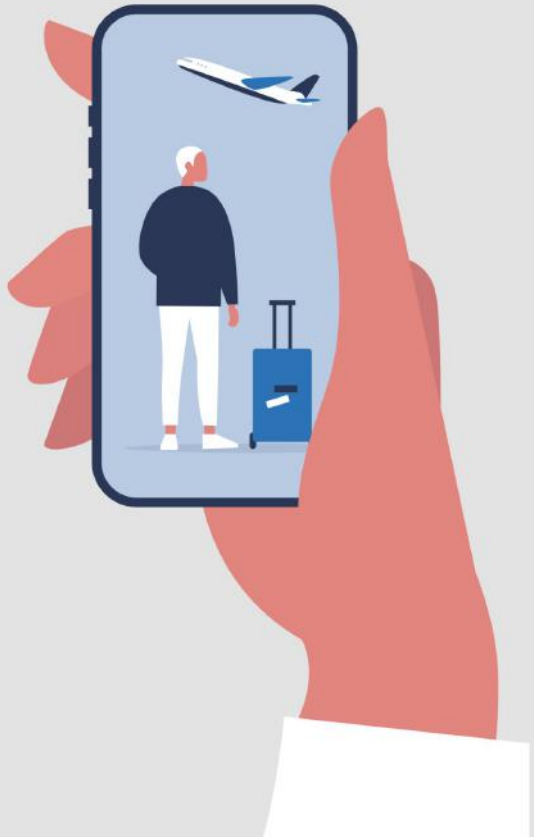
Looking up material

Everyone we talked to claimed that they, in some way, had looked up something discussed or mentioned in a podcast.

It could be anything from a picture of a murder victim, to places on maps, to what a podcast host's painted sneakers looked like.

Most people said that they were doing this at the same time as they were listening

What if we could give our listeners a richer media experience in our podcast players?



Enriched podcast experience

Providing visual content to end-users inside the podcast experience will solve a defined user need.

Auto generating this content would not take up valuable resources in the newsroom.

We can repurpose UI designs from our own live feed Q&A component.

Schibsted

Homescreen widget

If we can enrich podcasts with additional content like this, we might also make it even more accessible and timely.

Display this content on home screen, or even on lock screen.

[Demo from hackday]

Schibsted

Elevkanalen - TV2 Skole

https://app.elevkanalen.no/

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Thank you

for your attention

Contact information:

njbo@norceresearch.no

Research Centre for Responsible Media Technology & Innovation
Project number 309339

Hackathon - Bergens Tidene

Media Futures

Hackathon - Bergens Tidene

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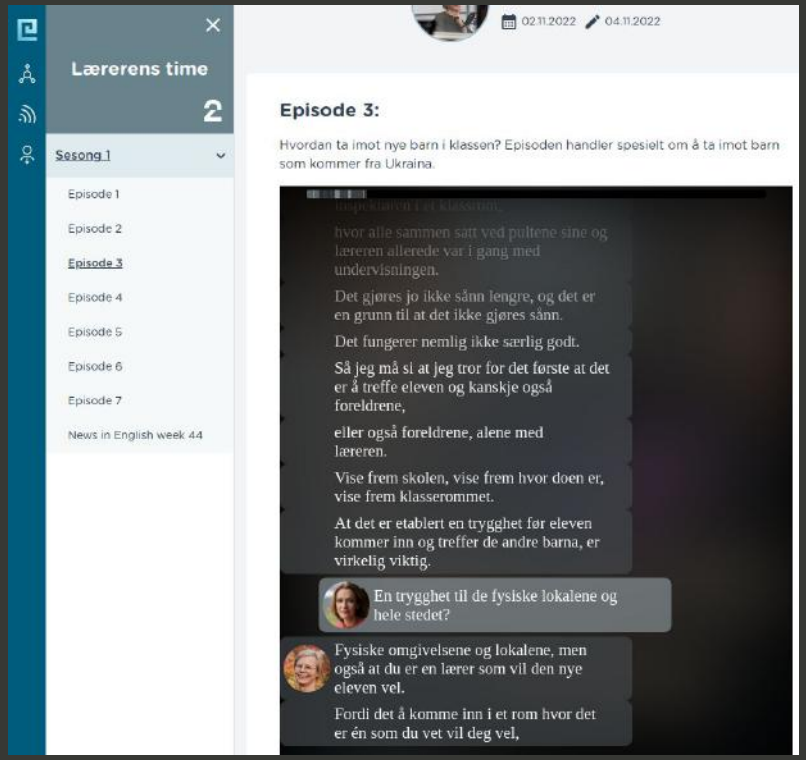
TV2 Skole



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Collaboration!

The demos and conversations with WP4 has inspired a lot of enthusiasm in VG and Aftonbladet, and has already enabled us to significantly level up the quality of our video subtitling and the efficiency of our podcasting department.

Eivind Throndsen, Academic liaison, Schibsted

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