

PRODUCER

PRODUCER ALLOWS PRODUCERS OF TV DOCUMENTARIES TO ADD INTERACTIVE FEATURES IN A STRAIGHTFORWARD MANNER.



The documentary is the genre with the largest growth in ad views and the second largest content genre in the movie titles catalogue, surpassing traditionally popular genres such as comedy or adventure films. Documentaries are also ideally suited by their subject matter for the inclusion

of interactive features and personalized viewing experiences. PRODUCER will improve the creation, presentation and effectivity of documentary features by offering tools and support for all the relevant stages.

<http://producer-project.eu>

PREPRODUCTION TOOLS

- Open Content Discovery tool to collect data across open repositories and discover information related to the documentary topic.
- Audience Building & Integrated Trends Discovery to identify topics that are most likely to engage the audience, using enhanced trends analytics techniques.

PRODUCTION TOOLS

- Automatic Annotation tool to provide annotations paired and time aligned with the multimedia content, based on multimedia content analysis.
- Multimedia Content Storage, Search & Retrieval tool to enable the storage of the professional and user generated content in a structured repository, grouped by thematic units.

INTERACTION TOOLS

- Interactive-Enriched Video Creation tool, which will facilitate the easy introduction of interactivity layers over the produced documentary
- 360° Video Playback tool, enabling 360° video playback on HbbTV devices.
- Second Screen Interaction tool, enabling multi-device interaction in conjunction with HbbTV devices, with a special focus on interactive advertising.
- Social Recommendation & Personalization tool to filter content based on the audience, to make it more appealing to a larger audience.



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The tools provided not only reduce the required time and costs for editing the documentary, but also add novel and attractive aspects, like personalized versions of the same original documentary tailored to audience's preferences, interactivity of the add-on enrichments, second screen capabilities or the 360° playback option.

As a result, PRODUCER makes documentaries more accessible to audiences and increases the emotional and inclusive effect the documentary has on its viewers.