

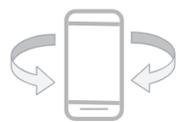
VR Video



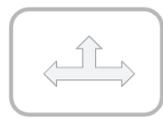
A whole new era in immersive storytelling

Ready to take your audience to the next level? VR Video can wow you, taking you anywhere you can imagine and even places you can't. Whether on your computer or mobile device (swivel chair recommended), VR Video opens up the world to new experiences, new opportunities, and new ways to tell a story. Given the advances currently happening in VR Video, the time for experimentation is now.

But first, how VR Video works:



Mobile via "Magic Window"
Move the phone to reveal a 360° view.



Desktop
Scroll around to explore each scene.



Cardboard / Headset
Insert phone for an immersive VR experience.

Create with Google

VR Video runs natively on YouTube, giving anyone access to an immersive video experience. No need for headsets or apps, VR Video is accessible to everyone and can be scaled to a massive audience. It can be filmed, animated, CGI, and more, plus, viewers just hit play – no download required.

Types of VR Video available on YouTube:

YouTube's VR experience has been enhanced with the development of live-streaming capabilities in VR360, YouTube spatial audio, and VR180.

Essentially, VR180 video focuses on what's in front of you, while delivering a 3D effect in a VR headset. By focusing only on a 180° view, it makes VR video production easier and encourages more VR videos than ever before. VR180 is ideal for scale, immersive storytelling, and live events, plus it also supports live-stream videos, so brands, creators, and audiences can be together in real time.

The VR180 Creator Tool makes it faster to process footage, add metadata and publish. The tool is available on MacOS, Linux and now on Windows. With editing tools from Adobe, it's also significantly easier to edit, add effects and publish content.

VR Video creation

Creatively, this format is still in its infancy. Brands are seriously interested in it, consumers are starting to really get it, and the techniques for creating it are developing quickly. There's plenty to learn and solve for, but there are three questions you should be clear on before you start:

User Perspective

Think about the audience's role in the experience. Since stories take place from the user's perspective, why are they there and how do they relate to the story?

Guide the story

The user may feel in control but in reality, a tremendous amount of thought goes into how to capture and direct their attention. This could be visual or even audio cues (particularly with spatial audio). Think about how points of interest are introduced and manipulated to keep people engaged.

Sound and vision

Pay particular attention to the right camera and sound capture for the execution. Spatial audio is important as the user moves closer and further away.

Craft the story

Typically, brand experiences have more impact than brand communications, so approach it from a user-first perspective. Here are a few ways to think about it:

Walk a mile in my shoes: Step into someone else's world and see things from their perspective. It could be a celebrity, sports star, or someone from a different country.

Take me there: Place them in the scene so they know what it feels like. It's great for places or events like a city, mountain peak, haunted house, or nightclub.

See for yourself: Bring to life specific details that normal images or video don't do justice to. Test drive a new car, walk through the house, or go behind the scenes to a place you'd otherwise never get to see.

This is truly the beginning. Once creatives and brands begin to immerse themselves in VR Video, a whole new world of storytelling will open up before us.

Consider viewing location

One additional consideration is whether a specific location could inspire an idea. You could provide Google Cardboard for passengers pre-flight, spectators pre-game, or for those patiently waiting on a friend to emerge from a change room. Finding moments where your brand can be both relevant and enhance downtime, might just add to the experience.

Talking the talk

A few terms to bring you up to speed:

Immersion. In VR Video context, it refers to an illusory environment that completely surrounds you, often engaging multiple senses (sound, sight, spatial awareness).

Presence. High-quality VR tricks the primitive part of the brain into believing you are actually there. Presence can cause your knees to shake, palms to sweat, or reflexes to react, even if your logical side knows better.

Empathy. VR has been called an "Empathy Machine" but empathy is not automatic. You might identify with the character that you inhabit, but whether you feel empathy depends on the scenario and has a lot to do with how the medium is used.

Agency. True agency is the ability to make decisions that change the outcome of an experience. VR Video is not there yet, but it is an ambition.

Embodied Experiences. When you bring someone into VR Video, they become the embodiment of someone or something in the story. Are they a witness? Audience? Part of the furniture?

Creative Juice

Some thought starters to get you going:

- Is there a particular place you want to take your audience?
- Is there an event that you could live stream?
- What experience would work best? VR360? VR180?
- What role or perspective could you give to a viewer?
- What type of things would you want viewers to experience?
- Is there a sense you can tap into? Fear? Curiosity? Exhilaration?
- Are there particular details viewers could only experience by being there?
- Are there specific moments or locations where VR Video could take place?

Useful facts to support your creative idea

YouTube has over 1 million public VR Videos.

Source: YouTube Data, Global, April 2019.

The video completion rate of a VR Video was 46% higher than that of a regular video AND 86% of people interacted with a VR Video (i.e. clicked around, moved their phone).

Source: Study performed by OmniVirt from over 800M ads served