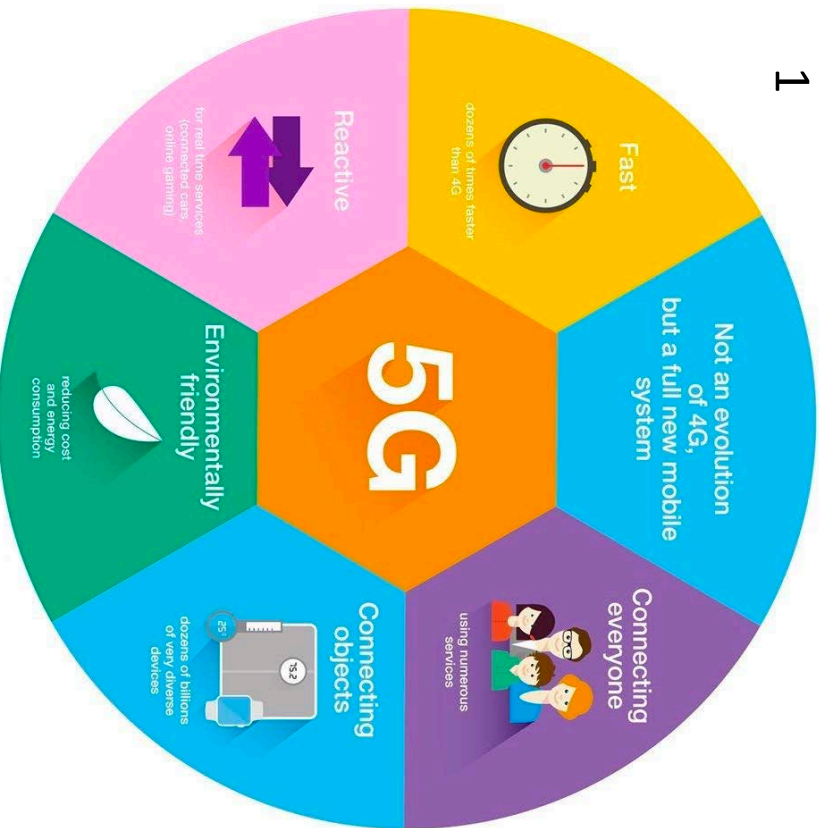




HOT TRENDS MOVING INTO 2021

# Setting The Stage...

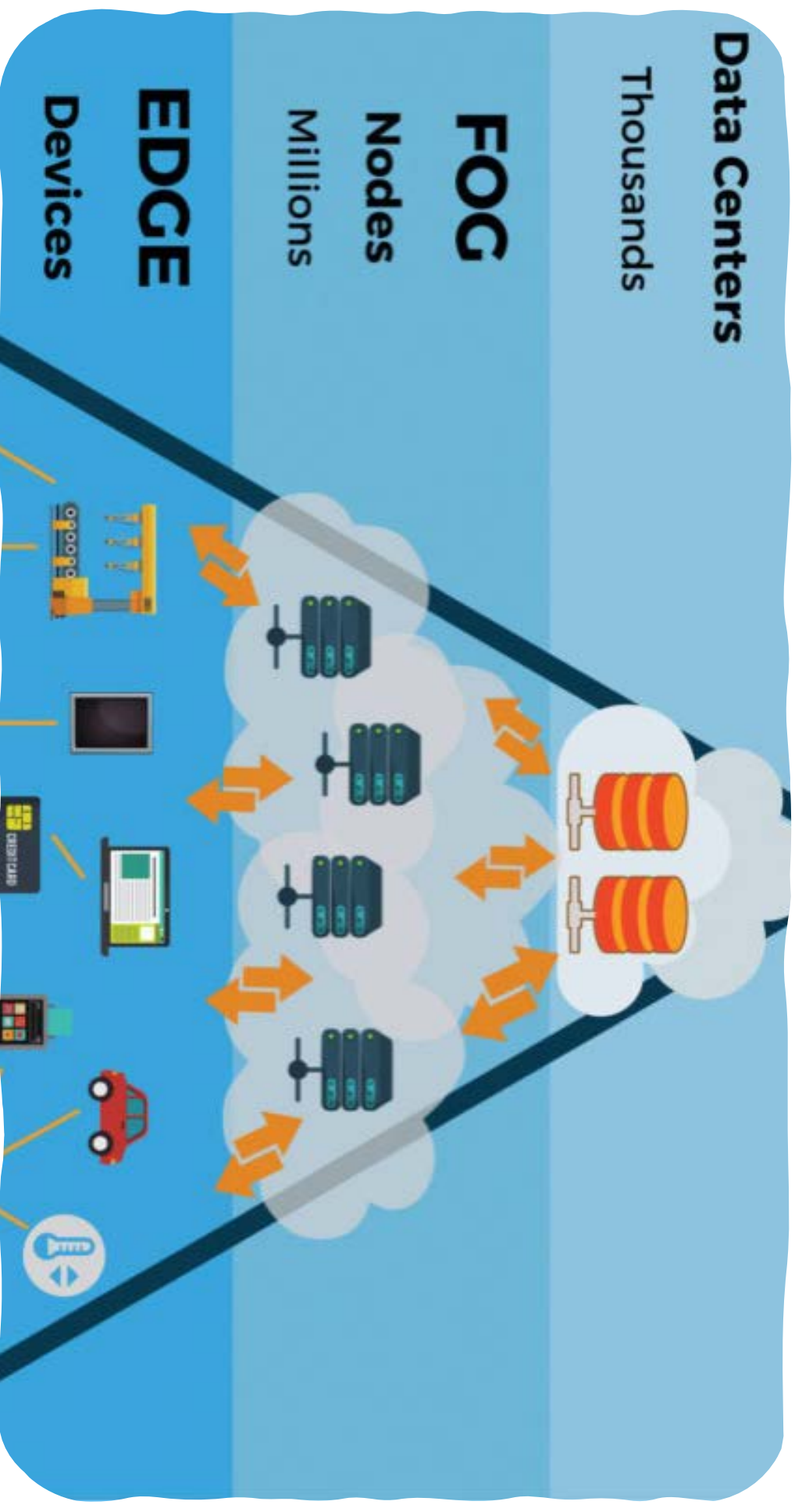
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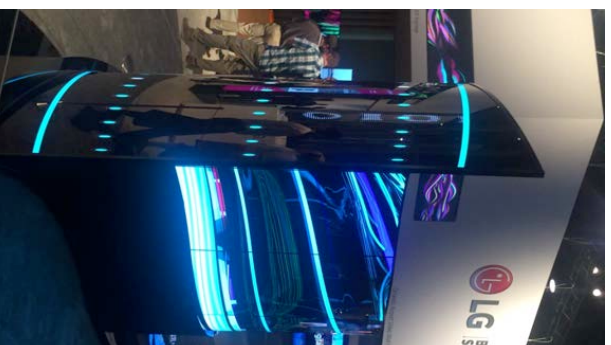
2



# The Cloud Has Layers To Drive Speed and Efficiencies



# LED Screen Bloom



# The Current Situation:

- Serious hamper on in-person video shooting and location-based work.
- Protocols for work in person are constantly evolving.

- Re-imagining of 'teams' and new huddles.

= **The New Normal of Remote, Virtual, Cloud Based Work**






## **Trend 1 – Streaming Wars Escalate**

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- **The streaming wars escalate due to the pandemic.** In 2020 a plethora of new OTT services came online each with original content and individual price tags.
- As 2021 content creators will look at new ways to help their work stand out from the crowd and platforms will seek new technology to help battle content and wallet fatigue.
  - Content Fatigue
  - Wallet Fatigue
  - Reaggregation
  - SVOD vs AVOD/Hybrid Models

A vibrant, colorful scene from the Fortnite Party Royale event. The background is a dark blue sky with stars and a large, glowing blue and purple 'F' logo. In the foreground, there are various characters and structures, including a large, glowing blue and purple 'F' logo. The scene is lit with bright, colorful lights, creating a festive atmosphere.

Fortnite Launched Party Royale  
— a separate, violence-free island  
within **Fortnite** -it features a **concert** stage and  
a theater space, among other attractions.  
A recent Travis Scott concert had **12.3 Million**  
concurrent attendees.

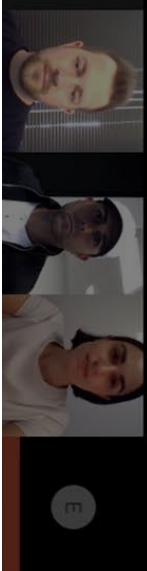
- 63% of people aged 18-34 watch live streaming content regularly.
- 47% of live streaming video viewers worldwide are watching more live videos compared to a year ago.
- 80% of consumers prefer to watch live videos from a brand than read a blog

**The live video streaming market is estimated to grow from \$30.29 billion in 2016 to more than \$70 billion by 2021**

The top right section of the interface shows the **Bins** panel with a list of assets including '00\_Vancouver 1', '00\_Vancouver 5', 'Bohemian Rhaps', 'BR\_M4B\_2019', 'USB DISK', and '00\_Vancouver s1'. Below this is the **Project** panel showing a list of video clips with their names and durations. The **Video** panel displays two video tracks, V1 and TCI, showing a sequence of frames from a video clip.

# Cloud Based Editorial and Review

The main area of the interface is the **Timeline**, which displays a complex sequence of video and audio tracks. The tracks are color-coded and labeled with various clip names and durations. Below the timeline is the **Program Monitor**, which shows a preview of the video being edited. The interface also includes a **Timeline** panel at the top left and a **Program Monitor** panel at the bottom right.







## Trend 2 – AI Informs The Content Lifecycle

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- From previsualization, to smart production, to tagging, data driven marketing, smart searches and closed captioning, AI will enable cost-saving automation, personalized content delivery and profit-boosting targeted selling.
  - Search, Metadata, Editing
  - Personalization on Customer Journey
  - Automation (Machine Learning)
  - Data Driven Storytelling

# AI Growth

- According to [Statista](#), the global artificial intelligence software market is predicted to rise from 9.5 billion U.S dollars to 118.6 billion by 2025.

1	Analysis: Deep video key framing, translating and tagging Content Fingerprinting	<ul style="list-style-type: none"> <li>• Copyright infringement (rights issues etc.)</li> <li>• Automated Content Creation</li> <li>• Flagging inappropriate use (think ad apocalypse)</li> <li>• Foreign Language</li> <li>• Meta-tagging tools</li> <li>• Consumer viewing behavior, Personalization for audience targeting</li> <li>• Licensing in blockchain environments for payment</li> <li>• Shazam like discovery for audiences</li> </ul>
2	Voice Assistants	<ul style="list-style-type: none"> <li>• Building opportunities inside of the Personal Asssts Ecosystem.</li> </ul>
3	Optimized Video	<ul style="list-style-type: none"> <li>• Quality Control for encoding and delivery</li> <li>• Checks and Balances for delivery – did it happen</li> </ul>
4	Immersive Content	<ul style="list-style-type: none"> <li>• Helping with content authoring, analyzing user's experiences, rendering etc.</li> </ul>
5	Content Creation	
	1)Pre Viz	<ul style="list-style-type: none"> <li>• Pre Viz for storyboards, AR, VR planning etc.</li> </ul>
	2)Production	<ul style="list-style-type: none"> <li>• Creating Characters, character animation</li> </ul>
	3)Post-Production	<ul style="list-style-type: none"> <li>• Structural and semantic analysis of video content to help create short form video snippets for news, video segmentation as well as special interest content for fan engagement.</li> <li>• Script proofing, content cleanup, scene sequencing and taking first pass at film editing. Given a script context, creating multiple scene performances with rating scores for selection</li> <li>• Video skimming in slow moving content capture to create informative only content</li> </ul>



### **Trend 3 – Content Gets Smart & Totally Modular**

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- It's no longer practical to create bespoke “broadcasts” for each environment. Instead, content creators are thinking in terms of “content objects” that can be endlessly and automatically recombined to suit different consumers in different spaces.
- Broadcasters are relying on AI, edge computing, native cloud and other technologies to move from a business model based on viewers to one based on impressions.
  - Data Journey from inception
  - Edge of the Cloud gets closer, ‘fog’ becomes prominent
  - Instantly updated and personalized news, sports, weather
  - Conversion of GRP’s



## **Trend 4 – The Standards “Alphabet Soup” Gets Thicker**

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- Constant technological and platform disruption brings with it an unprecedented number of audio, video and distribution standards.
- Some like 4K, HDR, HFR, and UHD are penetrating deeply into the production, postproduction and distribution life cycles. Others like 5G, SMPTE 2110, JPEG XS, and ATSC 3.0 are still in the building and development stages. SMPTE 2110 (five standards)
- ATSC 3.0
  - Slow adoption still expected
  - Wide implications for audio and sports
  - Role in personalization
- 5G
  - Still in build phase
  - Lots of new hardware/software coming on-line



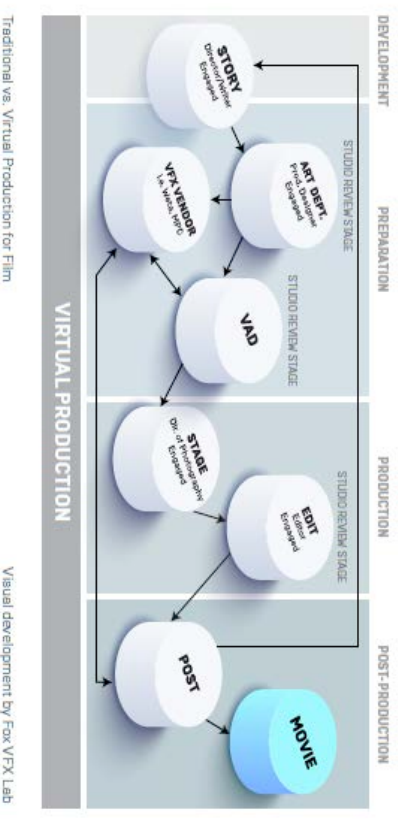
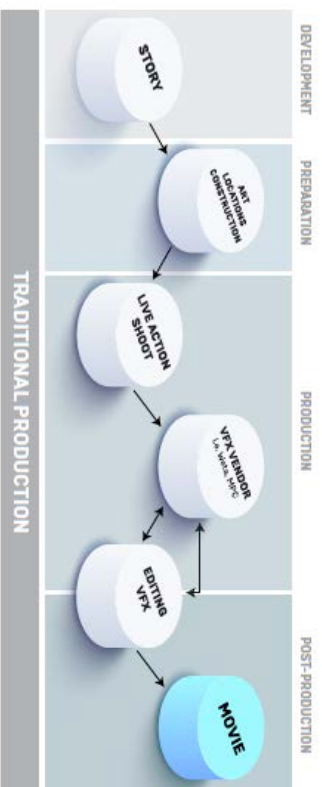
## **Trend 5 – 2020 Drives To A Virtual World**

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- **2020 drives us towards a Virtual World.** Global pandemic!
- In less than a year, the entire world is moving to experience life and connect with one another online. As AR and VR technology begins to mature, consumers are turning to their headsets for medical advice, fitness, entertainment, weddings and more.
- Covid Drives Remote Production
- New Content and Production Models
- VR Headsets on Backorder
- Virtualization of gatherings
- Esports and Legalized sports betting

# THE VIRTUAL PRODUCTION FIELD GUIDE

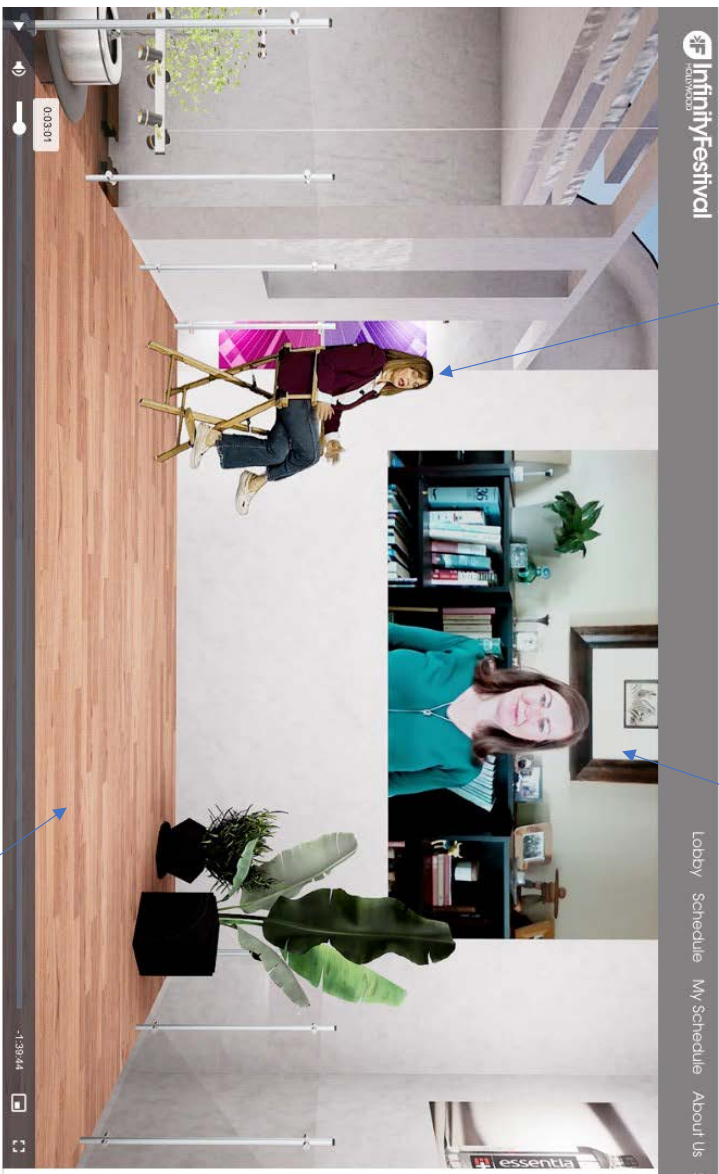
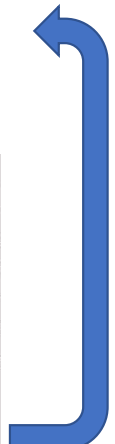
By Noah Kadner  
Presented by Epic Games





# Spatial

Work in Virtual  
Environments



**Me on LED stage with just chair**

**Zoom upstream**

**Welcome to the Infinity Festival: Remote Collaboration, Day 1**

Environment generated by  
**Gaming engine**



# Thank You!

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# StoryTech<sup>TM</sup>