

HORIZON
2020

Enriching 360 media with 3D storytelling and personalisation elements

Fact Sheet

Project Information

Hyper360

Grant agreement ID: 761934

[Project website](#)

DOI

[10.3030/761934](https://doi.org/10.3030/761934)

Project closed

EC signature date

2 June 2017

Start date

1 October 2017

End date

30 September 2020

Funded under

INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

Total cost

€ 4 464 292,50

EU contribution

€ 3 736 254,75

Coordinated by

ENGINEERING - INGEGNERIA
INFORMATICA SPA



Italy

Objective

The media market is currently undergoing a major change as its traditional business models are shifting to digital products and services rapidly. Besides the prevalent digitisation, this change is also driven by network advances and consumer behaviour. The introduction of non-linear content (OTT, VOD) has given consumers more control of their screen and the content they consume, placing them in the driving seat and leaving the commercial broadcasters competing for their attention. Thus, a migration toward as subscription VOD services is observed with OTT

services emerging and becoming very competitive by acquiring a large share of the media market. Hyper360 aims to use ICT technology and innovation exploiting the ongoing Virtual Reality revolution. The goal is to offer a complete end-to-end production toolset for enriched 360o video, with novel 3D storytelling elements, while also leveraging the powerful implicit preference extraction means that omnidirectional viewing offers, i.e. the viewing direction, to build a personalisation framework on top of the consumption of this new hybrid format. 360o content is well posed to provide feelings of presence and immersion and is now starting to be utilized in the media industry. Sky, BBC, NY Times are just some of the media players already starting to experiment with it, while big ICT players like Facebook, Google and Intel are investing in it. Hyper 360 aims to exploit this 360 hype and offer to it extensions for directrs, by allowing them to insert 3D appearances of narrators to appropriately navigate and immerse the viewers. The production toolset will be deployed and validated with the help of 2 large broadcasters and OTT providers, in the contexts of Immersive Journalism (free viewpoint) and Targeted Advertising (personalisation), as 360o video is seeing increased usage in both marketing and journalism. Finally, Hyper360 will greatly contribute in the emerging standards for free viewpoint video.

Fields of science (EuroSciVoc)

[social sciences](#) > [media and communications](#) > [journalism](#)

[social sciences](#) > [economics and business](#) > [economics](#) > [microeconomics](#)

[social sciences](#) > [political sciences](#) > [political transitions](#) > [revolutions](#)

[social sciences](#) > [economics and business](#) > [business and management](#) > [business models](#)

[natural sciences](#) > [computer and information sciences](#) > [software](#) > [software applications](#) > [virtual reality](#)



Programme(s)

[H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies \(ICT\).](#)

MAIN PROGRAMME

Topic(s)

[ICT-19-2017 - Media and content convergence](#)

Call for proposal

[H2020-ICT-2016-2017](#) 

[See other projects for this call](#)

Sub call

H2020-ICT-2016-2

Funding Scheme

[IA - Innovation action](#) 

Coordinator



ENGINEERING - INGEGNERIA INFORMATICA SPA

Net EU contribution

€ 528 062,50

Total cost

€ 754 375,00

Address

PIAZZALE DELL'AGRICOLTURA 24

00144 Roma

 **Italy** 

Region

Centro (IT) > Lazio > Roma

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Participants (7)



DRUKKA KORLATOLT FELELOSSEGU TARSASAG

Hungary

Net EU contribution

€ 557 812,50

Address

VACI UT 168/A 3 EM

1138 BUDAPEST

SME

Yes

Region

Közép-Magyarország > Budapest > Budapest

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#)

[Participation in EU R&I programmes](#)

[HORIZON collaboration network](#)

Total cost

€ 796 875,00



RUNDFUNK BERLIN-BRANDENBURG

Germany

Net EU contribution

€ 523 625,00

Address

MASURENALLEE 8-14

14057 Berlin

Region

Berlin > Berlin > Berlin

Activity type

Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

Links

[Contact the organisation](#)

Total cost
€ 523 625,00



RETI TELEVISIVE ITALIANE SPA

Italy
Net EU contribution
€ 414 254,75

Address
LARGO DEL NAZARENO 8
00187 ROMA

Region
Centro (IT) > Lazio > Roma

Activity type
Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links
[Contact the organisation](#)
[Participation in EU R&I programmes](#)
[HORIZON collaboration network](#)

Total cost
€ 591 792,50



FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN
FORSCHUNG EV

Germany
Net EU contribution
€ 428 500,00

Address
HANSASTRASSE 27C
80686 Munchen

Region
Bayern > Oberbayern > München, Kreisfreie Stadt

Activity type

Research Organisations

Links

- Contact the organisation Website
- Participation in EU R&I programmes
- HORIZON collaboration network

Total cost

€ 428 500,00



ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS

Greece

Net EU contribution

€ 545 375,00

Address

CHARILAOU THERMI ROAD 6 KM
57001 Thermi Thessaloniki

Region

Βόρεια Ελλάδα > Κεντρική Μακεδονία > Θεσσαλονίκη

Activity type

Research Organisations

Links

- Contact the organisation Website
- Participation in EU R&I programmes
- HORIZON collaboration network

Total cost

€ 545 375,00



JOANNEUM RESEARCH FORSCHUNGSGESELLSCHAFT MBH

Austria

Net EU contribution

€ 540 000,00

Address

LEONHARDSTRASSE 59
8010 Graz

Region

Activity type

Research Organisations

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 540 000,00



EUROKLEIS SRL

 Italy

Net EU contribution

€ 198 625,00

Address

VIA ROMEO ROMEI 27

00136 Roma 

SME 

Yes

Region

Centro (IT) > Lazio > Roma

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

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[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 283 750,00

Last update: 18 August 2022

Permalink: <https://cordis.europa.eu/project/id/761934>

