

## **BBC Research and Development, York Mediale and the Digital Creativity Labs are delighted to announce a collaborative opportunity for an artist to create a personalised, interactive, adaptive video experience.**

We are offering £20,000 (with the possibility of additional funding) for an artist or creative team based in the UK to create an imaginative, visionary, adaptive and interactive video work.

### **About the Commission**

BBC R&D and the DC Labs are developing technologies and tools for the production and delivery of Object-Based Media (OBM) experiences. Our researchers, designers and engineers have created a production toolkit for the creation of these experiences and a rendering engine for their online delivery. Our technology is now at a level of maturity to be used and tested by creative practitioners, assisting us on the journey towards truly adaptable, interactive and personalised viewing experiences. Now, by working in collaboration with creative practitioners, we aim to inform the further development of our technologies and tools, and to explore the possibilities enabled by this innovative new medium of video-centric storytelling. We will showcase the technologies, the learnings, and the production at York Mediale, a brand-new UK festival, providing a showcase for leading international digital artists and the best emerging media art talent.

This is where you come in - we want to work alongside an ambitious and creative storyteller in the development of an interactive and adaptive OBM experience. In return we will provide, and support, the tools and technologies throughout the production process. We believe that this collaboration is a unique opportunity to truly innovate in the field of interactive storytelling and inform the future directions of online broadcasting.

### **What is Object-Based Media?**

Content that's tailored for your circumstances, preferences and devices. Programmes that understand your viewing habits, and flex to fit. Experiences that reflect the things you love, and offer extra information just when you might need it. Object-Based Media can do all this. Object-based media allows the content of programmes to change according to the requirements of each individual audience member.

The 'objects' refer to the different assets that are used to make a piece of content. These could be large objects: the audio and video used for a scene in a drama – or small objects, like an individual frame of video, a caption, or a signer.

By breaking down a piece of media into separate objects, attaching meaning to them, and describing how they can be rearranged, a programme can change to reflect the context of an individual viewer. We think this approach has potential to transform the way content is created and consumed: bringing efficiencies and creative flexibility to production teams, enabling them to deliver a personalised BBC to every member of our audience.

## What is the Technology?

There are two main elements to the technologies we have been developing for this commission; a production tool, and a narrative rendering engine.

Our production tool allows creative practitioners to craft non-linear, adaptive and interactive video-centric narratives. It is a cross-platform desktop application that provides a graphical interface to our narrative engine, removing the requirement for non-linear stories to be developed using code, and allowing practitioners to focus upon crafting the narrative experience. However, depending upon the requirements of the production, basic HTML, CSS and JavaScript coding skills may be necessary for the creation of the interactive or data driven elements (e.g. decision making based on button elements or the use of data APIs). BBC and DC Labs will support this process where necessary, enabling us to inform the future development of our toolkit.

Our narrative rendering engine is a fully HTML5 compliant, client-side browser-based library for the delivery of OBM experiences. It allows video content to be dynamically sequenced, composited and remixed at viewing time, based on the contextual data and/ or interactions of the audience. The video renderer is developed upon BBC R&D's open source Video Context library, <https://github.com/bbc/VideoContext>.

## Who is This For?

We are looking for individuals or creative teams in the field of interactive, video-centric storytelling. However, due to the collaborative nature of this commission, proposals are restricted to creatives based in the UK. We are particularly interested in projects that suggest innovative new forms of interactivity, personalisation and non-linearity in video-centric storytelling. Projects must be delivered to online audiences using the BBC & DC Labs OBM technologies, however, feasible suggestions to the extension of the technologies are encouraged, and additional software development support may be provided for this.

Applicants must be able to demonstrate a strong commitment to innovation in interactive video-centric storytelling. Evidence of a strong body of artistic work in the field, including a proven track record of recent work, projects and/or commissions is desirable, but not essential if you can demonstrate experience in a related field, such as linear film-making.

We are particularly interested in existing projects that may have already been scripted, or are in production or editing, providing that the applicant(s) can illustrate how this collaboration could enable either a significant contribution to the existing project, or an additional complementary experience. This could be, for example, the creation of an interactive documentary as a supplementary online experience to a linear documentary film already in production. For existing productions, we must be made aware of any other partners or funding bodies involved in the project, and the rights to the use and distribution of the material.

Where relevant, we may also require the selected artist(s) to document the production of this commission through a personal diary, interviews and/ or images that may be used in further promotion and/ or research publications.

### **What Support is Provided?**

The selected proposal will be awarded 20,000 GBP (inclusive of VAT) to cover artist fees, and all production costs and expenses. There may be the possibility for additional funding, which will be discussed, where relevant, with the shortlisted practitioner(s). BBC and DC Labs will provide support to their OBM tools and technologies and guidance in the production of the interactive experience. York Mediale and the BBC will also offer additional support in the distribution, marketing, and touring of the commission as appropriate.

### **Closing Date and Selection Process**

**The deadline for submissions is 12 Midnight on Tuesday 8<sup>th</sup> May 2018**

In our selection process, we look to answer the following:

- Is the proposal clearly feasible and realistic, delivered by a credible, experienced and competent team?
- Does the production have the capacity to innovate video-centric storytelling in the areas of personalisation, adaptability and/ or interactivity?
- Can the experience be feasibly produced and delivered using the developed OBM tools and technologies?
- Is the experience likely to generate new audience insight?
- Does it propose a new way to reach an underserved audience?
- Does it help to support the BBC's public purposes?

Selection will be made on the basis of materials submitted, and the chosen proposal will be selected on the basis of artistic merit and concept, how well this project will enable us to gain insight into the possibilities enabled by OBM, as well as the benefit to applicant's practice and the feasibility of production.

The commission will be selected by 15<sup>th</sup> May 2018

A functional proof of concept prototype of the production must be completed by Tuesday 31<sup>st</sup> July 2018, for public premiere and distribution during September and October 2018.

## How to Apply

Please submit no more than two sides of A4, as a PDF, including:

- Working title
- Specific Target Audience
- Short description of the idea (one or two sentences)
- Longer description of the idea (one or two paragraphs) including how this will meet our requirements
- Summary of company or consortium's skills and links to relevant experience (see *Who is This For?*)
- Names of key personnel with links to online biographies
- Contact details
- Confirmation that the prototype can be delivered by 31<sup>st</sup> July 2018

**The deadline for submissions is 12 Midnight on Tuesday 8<sup>th</sup> May 2018**

Proposals to be emailed to [enquiries@digitalcreativity.ac.uk](mailto:enquiries@digitalcreativity.ac.uk) with the subject heading "BBC & DC Labs OBM commission"

There is no limit to the number of submissions that can be submitted by any individual artist/ team, although a separate form must be completed for each proposal.

If any specific further information is required, please email [enquiries@digitalcreativity.ac.uk](mailto:enquiries@digitalcreativity.ac.uk) with the subject heading "BBC & DC Labs OBM commission enquiry".

Applicants who have been shortlisted will be informed and may be requested to submit supplementary information. Due to the volume of applications we will only be able to contact those who have been shortlisted for interview.