

SELFIE TV

Selfie TV is a user-friendly (one click) mobile application which streams users' videos or photos to the Mobile Editing Center - Cinebus. The main difference between this app and the existing ones such as "Periscope" is its unique philosophy. **Television viewers do not watch footage from only one camera. They receive edited pictures combined from multiple camera shots. It is this selection and editing that creates the emotional narrative.**

Event participants record video which will be automatically - with a small latency¹, send, archived and edited with the other participants' content with the use of Cinebus' servers and computers. Edited footage from multiple event participants will be send to the outdoor screens and a dedicated website. One camera's footage combined with the other camera's footage becomes a narrative film. This is what distinguishes SelfieTV from other applications available on the market. Streaming of the single-camera picture is dull in the long term. It is editing that creates such a necessary effect of unpredictability and surprise.

There are many possible scenarios of Selfie TV usage, which we will test in the future. Below there is a description of the one to be worked on and tested at Film Spring Workshop 2018-21.

Selfie TV for events or institutions generating large audiences



Selfie TV can play a different role from that of Professional Television. In the case of big events Selfie TV becomes an interactive system where every participant of a mass event can become its video-documentarist. We want to encourage participants of concerts, festivals, etc. to film the event using their smartphone cameras and a modified Selfie TV App and let other participants see their footage on large screens. We believe that thanks to this we will be able to select and show what usually is unseen and hidden during typical television or documentary footage. We want to encourage the wide-spread trend of joint filming and fun – creating the most interesting shots of a given happening or description of the event. We want to check the possibility of filming documentaries using this technique.

¹ In the future, with 5G LTE networks, the latency will be unnoticeable.

Selfie TV for large events will combine two elements:

- **SELFIE TV APPLICATION (Wisee)**

Wisee Application streams automatically (one click²) video content to Cinebus' server where they will be selected and edited manually. Edited footage from multiple event participants will be sent to the outdoor screens and a dedicated website

Film Spring Open Foundation has built such a vehicle – Cinebus which starting from 2018 will be equipped with the intranet able to serve up to 3000 participants within the radius of 500 metres around the Cinebus with the speed of 1Gb/sec.

The creators of the application is Zuza Pictures Sp. z.o.o

- **MOBILE AUDIO-VISUAL CENTRE (Cinebus)** through which the selected, most interesting footage received from event participants or clients will be edited and sent to large outdoor/indoor screens and dedicated websites.



Perspectives and opportunities for Selfie TV

More artists, less audience. There is a rise in artistic activities due to the development of the Internet. Viewers want to be seen. This trend manifests itself in the outstanding costumes, banners, flags, etc used by audiences. Selfie TV can facilitate this but there should be mechanisms that encourage participation in the mass filming fun as it may not happen spontaneously. Therefore Selfie TV for big events requires encouragement, manual selection and editing as well as building a system of incentives (competitions, gamification) and moderation (Video DJ). The aim of this is to convince viewers and clients of public spaces that everyone can be creative without masquerade. This will also enable recording of the footage which can be used in documentaries and would be impossible to produced using other techniques. For instance, violence on the sport arenas.

Prize competitions can be organized during mass events or in shopping malls, requiring participants to film their partners or their kids' drawings, etc., which at the same time could promote a product. With the diversity of activities and incentives, it will be relatively easy to persuade viewers to engage in artistic activity. A Video DJ, who will be visible on the screens, will further encourage them to do so.

² Default recording by Selfie TV means immediate streaming. For the more cautious an option - “check and then send” should be available

Viewers' video files sent by Selfie TV will be edited manually³ in the Selection and Editing Centre. The best clips will be shown on the screens and displays.

„Selfie TV” can be used during events such as:

- concerts,
- historical re-enactments
- gatherings,
- Sport events
- lectures,
- marathons,
- local, city events,
- anniversaries,
- also in shopping malls, fairs, festivals.

Summing up: While participating in various events, under the pretext of entertainment, it will be easy to educate, inform, promote⁴ and broadcast on screens and on the Internet chosen footage recorded by participants and sent via Selfie TV. It will be possible to combine the footage with informational and promotional content from the organizers. The editor/editors and selectors at the Editing Centre will share and also censor participants' films to show the chosen ones on the screens and displays. This will be an impressionistic, emotional picture created by the participants themselves within the frame of professional selection. Archived video materials may be used later in television programmes or documentary films.

Business Selfie TV, for public events, can be used in shopping malls and have entertainment but also informational and advertising content.

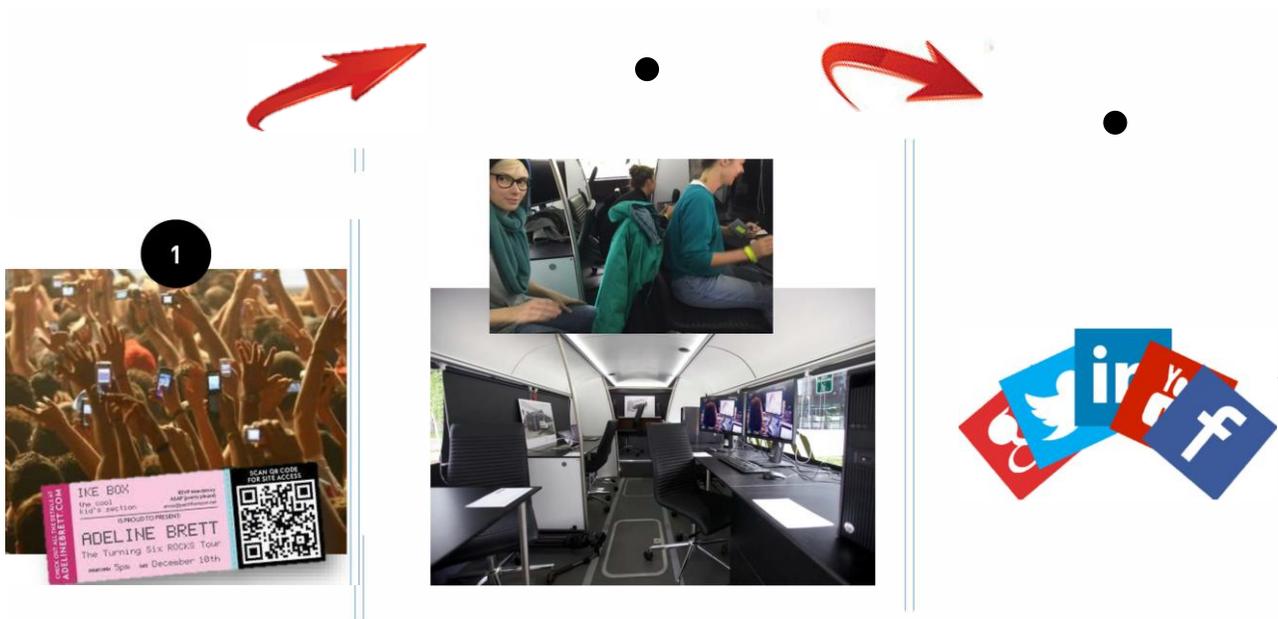
How should it work?



³ also censored

⁴ also Selfie TV application

- A QR code on an event ticket or a poster will enable finding and installing the application quickly from the App Store or Google Play. People who already have the application installed on their phones, modify it so their files are sent to a cloud and Emoroom for the relevant event.
- After installation, users can easily send files recorded with their smartphones to the Editing Centre (Cinebus). The application will also show information/promotional messages from the organizers (shopping malls) or event programme, map, etc.
- Recorded with two or three clicks, material will be sent to the Editing Centre where selectors will pre-select the footage.



- Selfie TV installation and registration will be promoted by appointed “scouts” (Internet TV camera operators) and a “Video DJ” who will be seen on the screens. “Operators/scouts” start to deliver the footage from the very beginning of an event encouraging others to participate in the filming.
- The Video DJ will announce contests and competitions to encourage people to join in the fun.



- Participants of an event can use the application to start recording. After completing the recording, they can either send it to the servers in Cinebus or delete it.
- Selection of the materials in Cinebus (or other editing centre) happens in stages. First, the pre-selection takes place and then the materials are sent to a director who makes the final choice.
- Edited video will be shown on the screens located among the audience and on participants' phones.



- Pre-selected material will be archived on a Cinebus server to be used for future editing of documentary films and TV coverage. Material can be used by TV channels or on the Internet.

Summing up:

Selfie TV for big events aims to break the barrier between the creator and consumer of the art. It shows that individual “perspectives” (filming, photographing) can bring people together with satisfaction and openness.

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