

Fraunhofer FOKUS Institute for Open Communication Systems

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# The Metaverse and the TV

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- Experts predict the Metaverse is still a decade away from becoming a reality, but here's a taste of what the Metaverse means for the TV.
- The TV experience in the Metaverse is expected to evolve from a typical passive and lean-back experience to a more engaged, interactive and social experience.
- Gaming platforms like Fortnite, Roblox and others are expected to play an important role in this transition.
- “Metaverse” versions of reality and talent shows preview what the entertainment industry can be like in the future metaverse → Examples on the next slides.



# The Metaverse and the TV

## “Alter Ego” Reality Singing Show on Fox

- “Alter Ego” gives singers the opportunity to perform as their dream avatars
- It is one of the world first avatar singing competition using motion and facial capture aired on TV
- The avatar performs on stage and follows the motions, movements and voice created by the singer in the backstage



Image source: <https://www.rollingstone.com/pro/features/alter-ego-singing-competition-augmented-reality-tv-show-virtual-avatars-1228045/>

Source: <https://www.fox.com/alter-ego/>

# The Metaverse and the TV

## ITV "I'm A Celebrity...Get Me Out Of Here!" in Fortnite

- ITV has created the "I'm A Celebrity Castle Trials" experience in Fortnite Creative, which was updated weekly over the course of the show aired live on TV
- It allows viewers (players) to perform their own Castle Coin Challenges during the series
- It brings the show into gaming platforms like Fortnite where younger audiences live



Watch trailer: <https://player.vimeo.com/video/649040620>

Source: <https://www.itvmedia.co.uk/making-an-impact/itv-launches-im-a-celebrityget-me-out-of-here-in-fortnite-with-john-lewis-partners>



# The Metaverse and the TV

## Fortnite's Travis Scott Concert "Astronomical"

- Fortnite-maker Epic Games hosts regular seasonal events that tie in with popular movies and music acts
- Fortnite is seen not only as a video game, but also as a digital event space in the Metaverse
- Fortnite's Travis Scott Concert "Astronomical" hosted in April 2020 as an in-game concert was a big success
- According to [Epic Games](#), 12.3 million concurrent players participated live in Travis Scott's concert
- Other successful virtual concerts, such as Ariana Grande's Rift Tour, were also hosted in Fortnite



Watch on YouTube: <https://www.youtube.com/watch?v=cPYA9Fsmo-0>

Source: <https://techcrunch.com/2020/04/24/fortnite-hosted-a-psychedelic-travis-scott-concert-and-12-3m-people-watched/>

# The Metaverse and the TV

## Disney+ AR-enabled short film “Remembering,”

- Users can scan their TV via a companion augmented reality application and watch an extension of the movie e.g. in their living room via smartphone or tablet.
- The goal of the experiment is to see if AR can enhance the storytelling and let viewer engage with content on TV
- It is not a real Metaverse Experience since it is an offline without engagement with other viewers (e.g. watching the movie at same time)



Watch on YouTube: <https://www.youtube.com/watch?v=C0-PMom3ksQ>

Source: <https://techcrunch.com/2022/09/08/disney-plus-new-ar-short-film-starring-brie-larson/>

## Fraunhofer FOKUS Testbed for evaluating Metaverse Experiences





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