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## Creating Object-Based Experiences in the Real World

By Michael Evans, Tristan Ferne, Zillah Watson, Frank Melchior, Matthew Brooks, Phil Stenton, Ian Forrester, and Chris Baume

The move toward IP end-to-end between media producers and audiences will make the new broadcast system vastly more agnostic to data formats and a diverse set of consumption and production devices. In

this world, object-based media becomes increasingly important, i.e., delivering efficiencies in the production chain, enabling the creation of new experiences that will continue to engage the audience, and giving us the ability to adapt our media to new platforms, services, and devices. This paper describes a series of practical case studies of our work in object-based user experiences since 2014. These projects encompass speech audio, online news, and enhanced drama. In each case, we are working with production teams to develop systems, tools, and algorithms for an object-based world—these technologies and techniques enable its creation (often using traditional linear media assets) and post-production—and transforming user experience for audiences and production.

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Save the Date!

Monday, 23 October 2017

Hollywood, California

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now through 27 June 2017  
For more information and to enter,  
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