

arte

ARTE360

Reality. Only better.

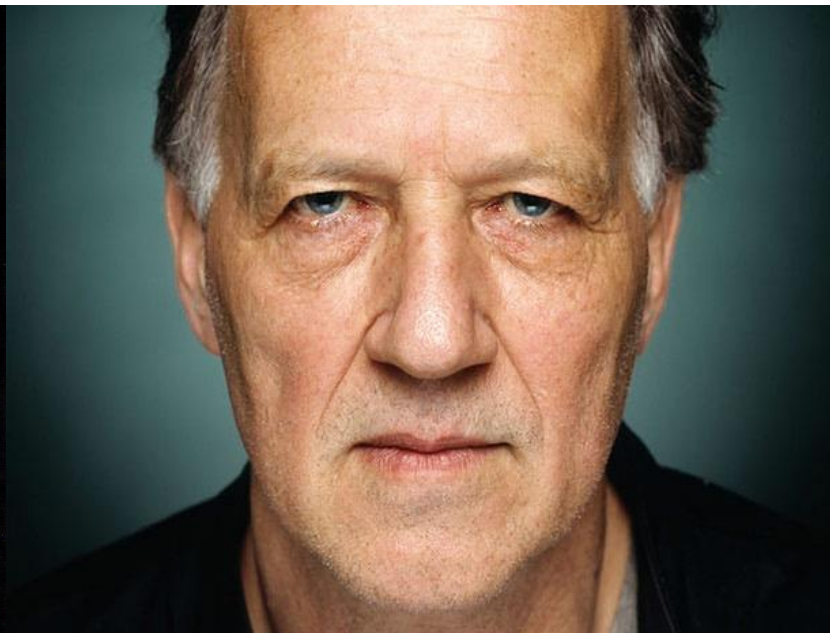
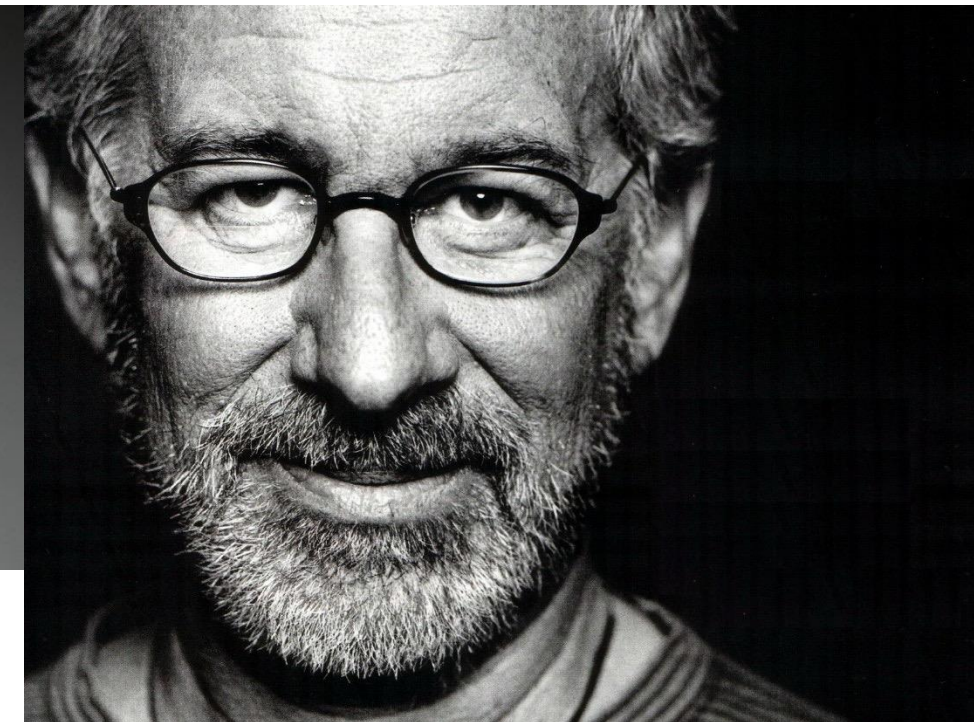
arte.tv/arte360

Kay Meseberg

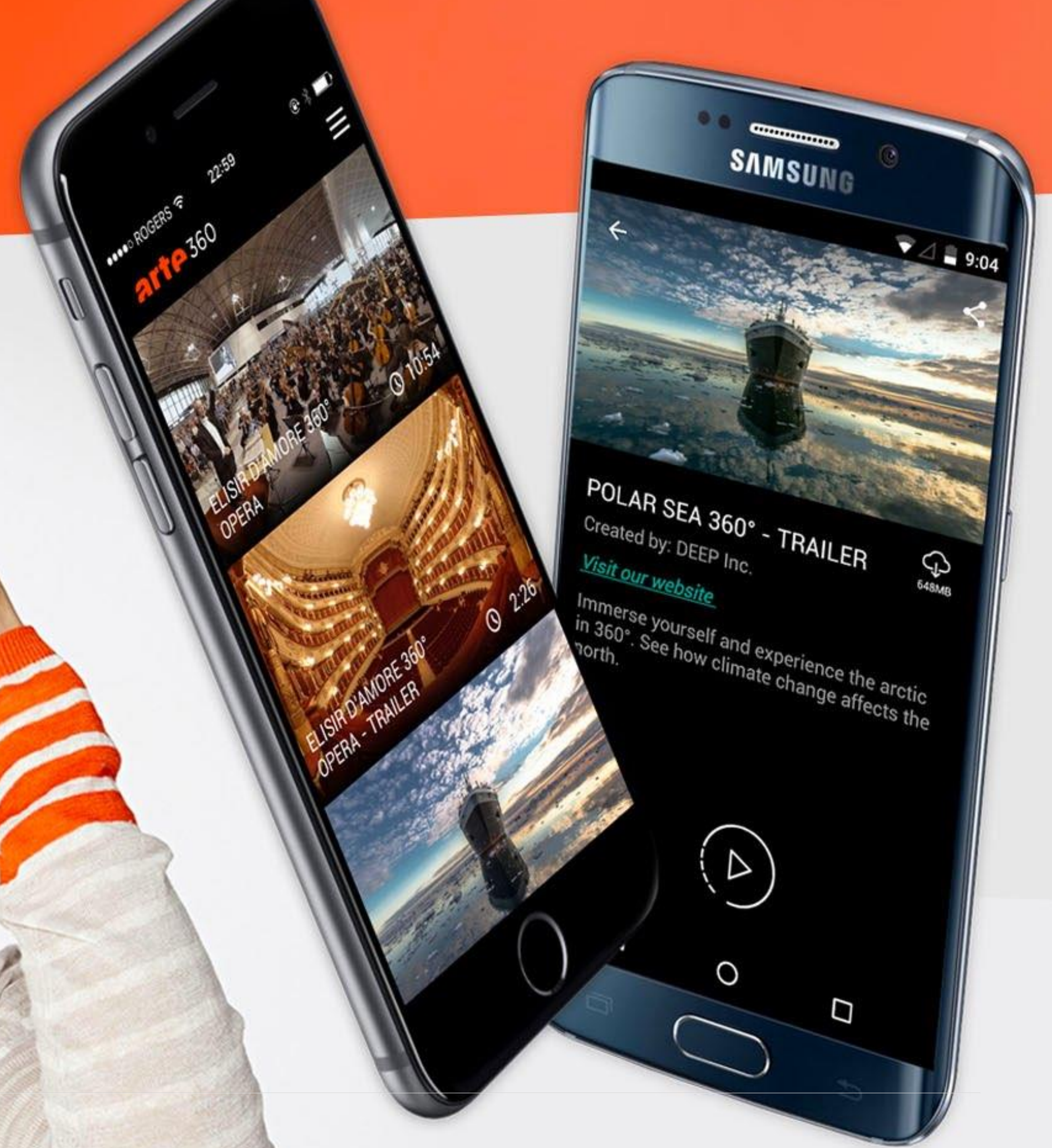
Head of 360/VR ARTE

France/Germany

IMMERSION



ARTE360. Reality. Only Better.



arte

ARTE360/VR: interactive multiplatform content for all ages

**360/VR
EXPERIENCES**

**ARTE.TV/360
ARTE PLAYER
ARTE PLATFORMS**

ARTE360 APP

**YOUTUBE
FACEBOOK**

VR-HEADSETS

ARTE360/VR: what kind of program?

We don't reinvent the wheel. ARTE is known for high-quality program. ARTE360 is a mirror of that and the experiences created are based on the content ARTE is known for.

ARTE360/VR: what kind of program?

**ARTE works on experiences
in the following domains:
documentary, fiction, news,
journalism, performing arts,
concerts, experimental
interactive applications**

ARTE360/VR: what kind of program?

360° and VR are still at the beginning of its development - this means that we are still figuring out the new grammar of storytelling.

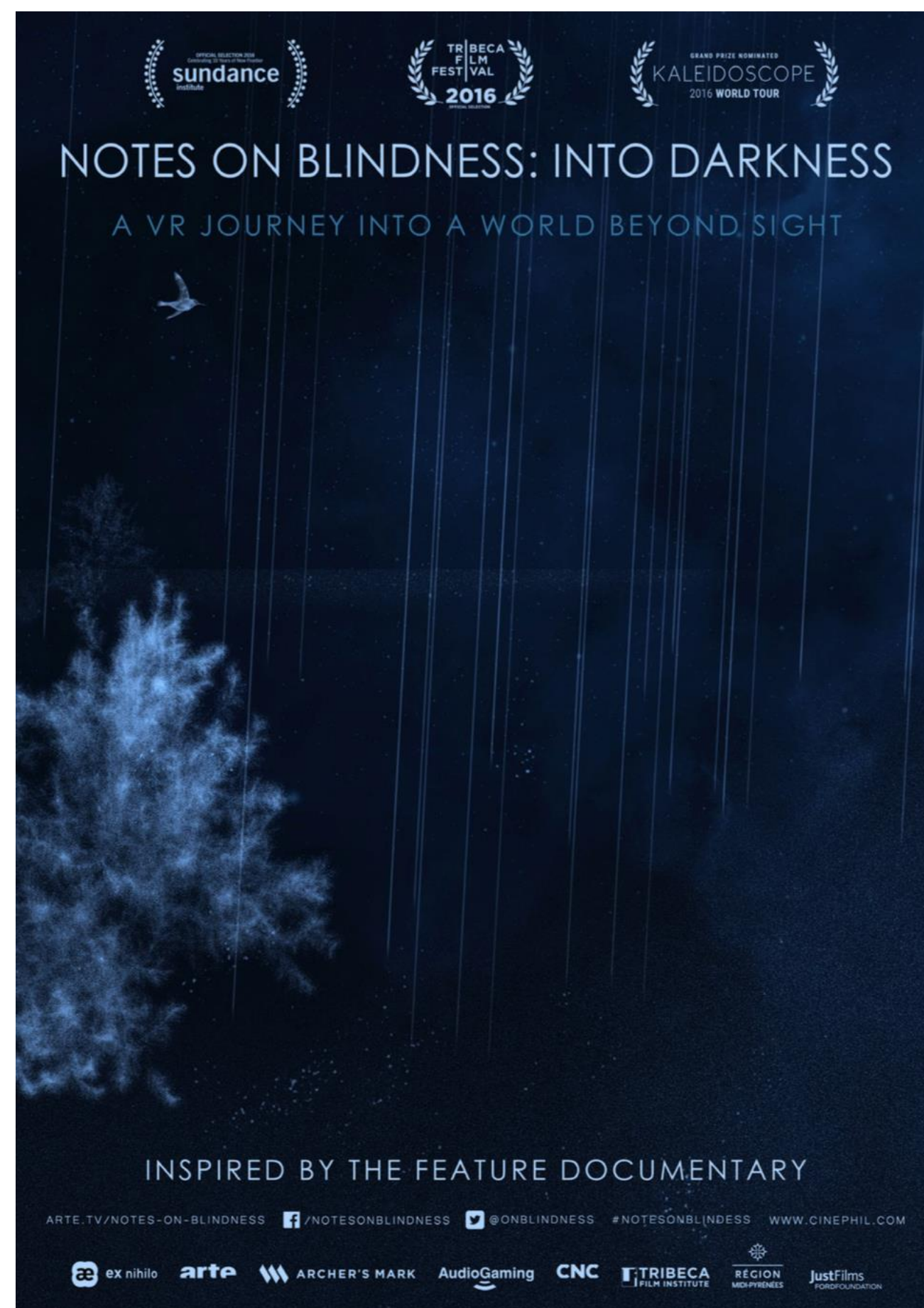


ARTE360:

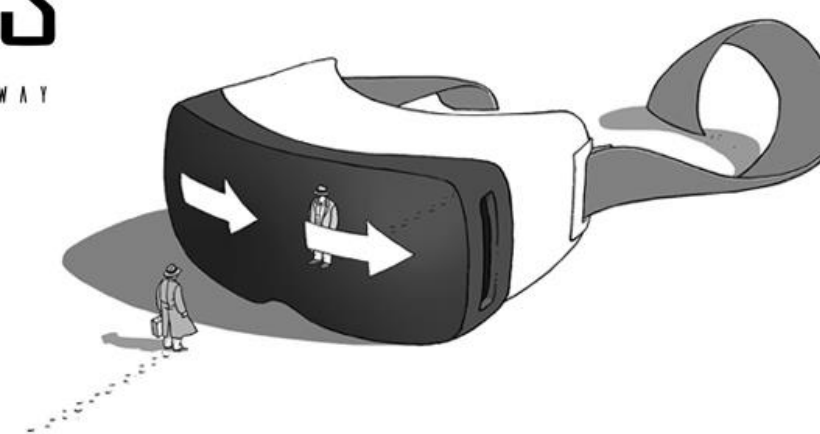
**interactive content
for all ages**

What's next?

1. Projects

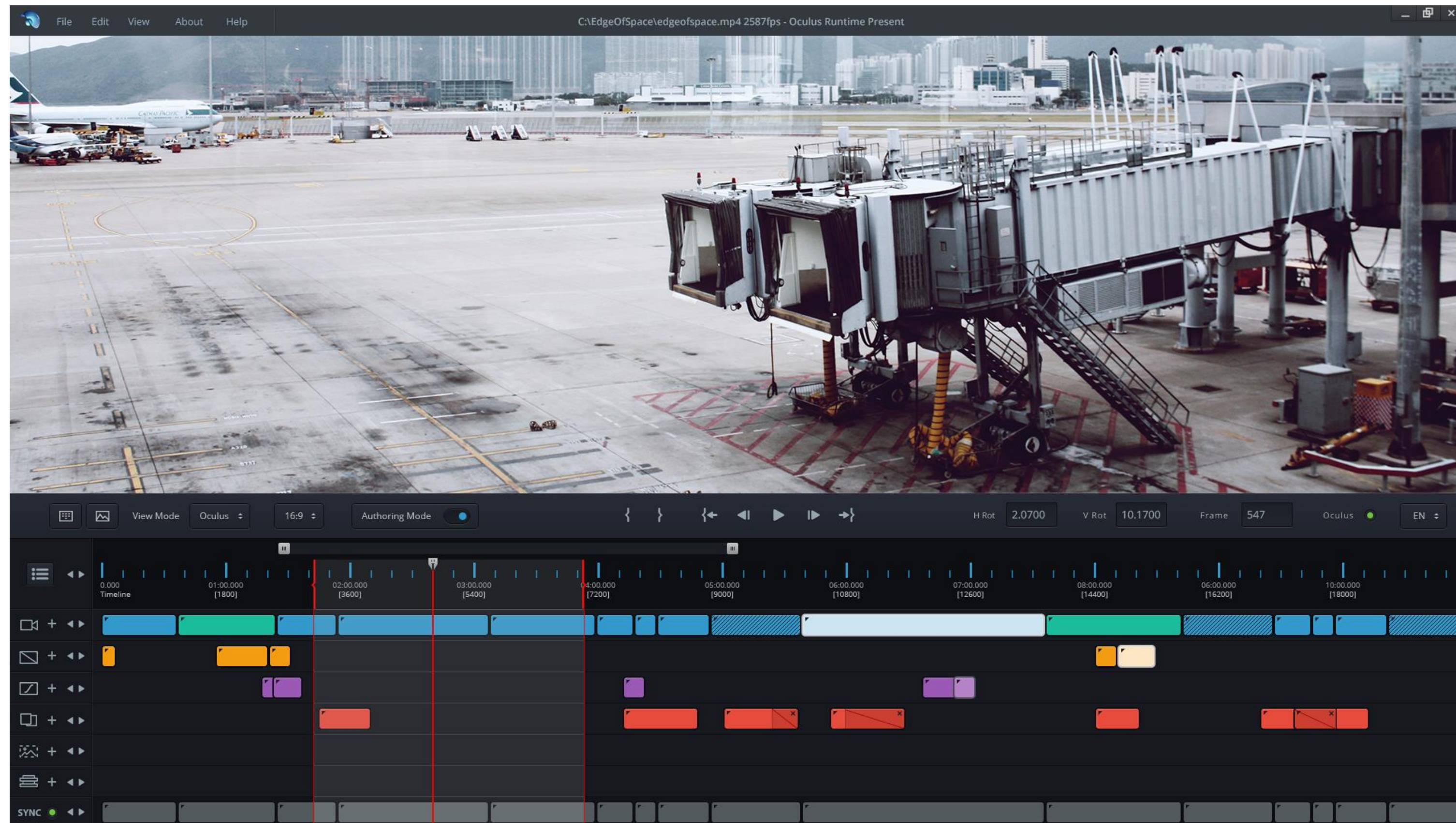


SENS
FIND YOUR WAY



What's next?

2. Technology for Storytelling



What's next?

3. Analytics / Heatmap

