

MEDIA
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10
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Co-creating accessible videos: the Mediaverse CROMA experience

Speaker: Anna Matamala



Media for All 10 Conference, Antwerp 5-7 July 2023

Co-creating accessible videos: the Mediaverse-CROMA experience

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Overview

1. Background: the Mediaverse project

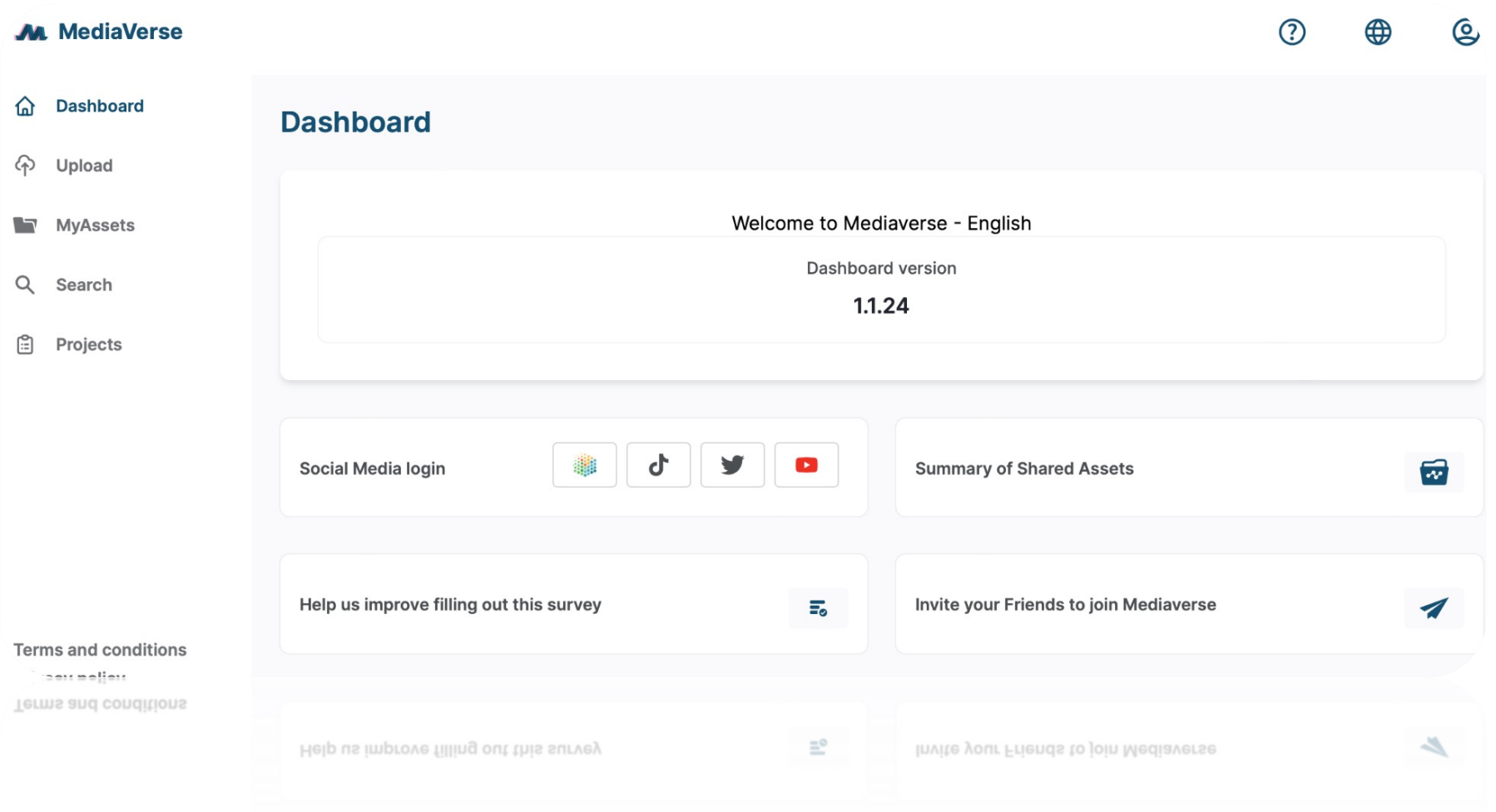
2. The CROMA experience

The Mediaverse project (1/3)



- Multi-asset co-creation tools (Fader, VRODOS, RACU, etc.)
- AI-supported tools for content analysis (NDD, etc.)
- A decentralised network to share the assets
- A blockchain-enabled tools to negotiate intellectual property rights and monetisation

The Mediaverse project (2/3)



The Mediaverse project (3/3)



- Citizen Journalism
- Co-creation of immersive and inclusive media with a social/educational perspective
- Artistic experiences

What about accessibility?

- How to integrate accessibility in virtual reality content?
- How to use MV as a co-creation tool for social inclusion?
 - Pilot with associations of persons with disabilities.
 - Pilot with children to raise awareness: the Croma experience
- Discussion on accessibility and blockchain technology in terms of decentralised subtitle copyright management:
 - Orero, Fernández-Torné & Oncins 2023
[The visible subtitler: Blockchain technology towards right management and minting](#)

The Croma experience

- CROMA 2.0: Fundació Autònoma Solidària at UAB
- Face-to-face workshops with children in socio-economic vulnerable situations.
- UAB researchers send proposals. UAB students act as mentors

Hearing with our ears, seeing with our eyes

8 sessions, 66 children from 6 schools

- Sessions 1, 2 and 3: video recording.
- Session 4. You are my eyes.
- Session 5-6. You are my ears.
- Session 7. Speaking with our hands.
- Session 8. A video for all.

Visiting UAB (1/2)

Guess the
character

Touch it

What did
s/he say?

Visiting UAB (2/2)



Evaluation

- MV platform evaluation by 10 facilitators (3.29 satisfaction)
- Experience evaluation by children
 - I have enjoyed co-creation 360° content: 4.39
 - I would like to do it again: 4.03
 - I would recommend it to a friend: 4.21
- Independent evaluation by CROMA programme: 4.75

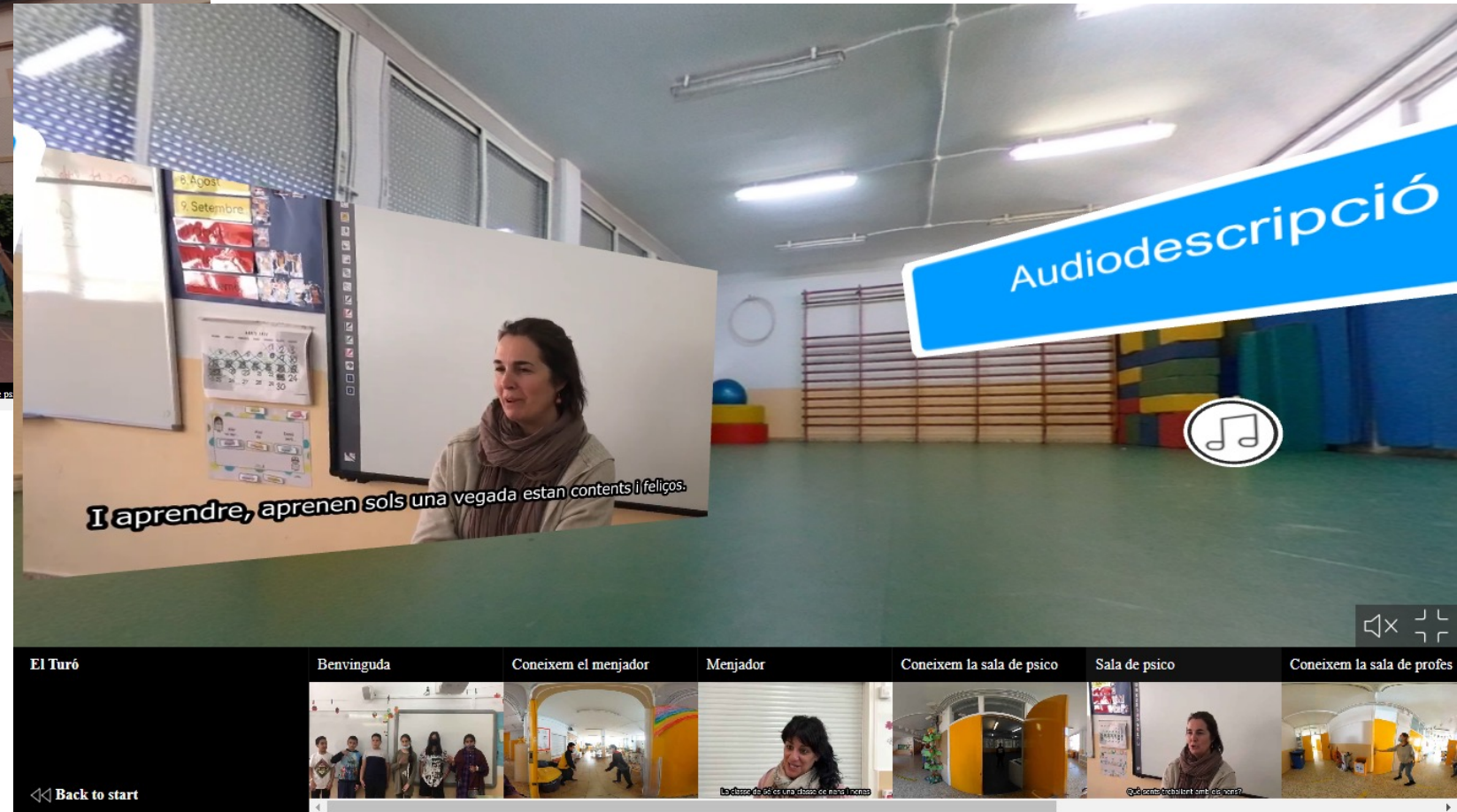
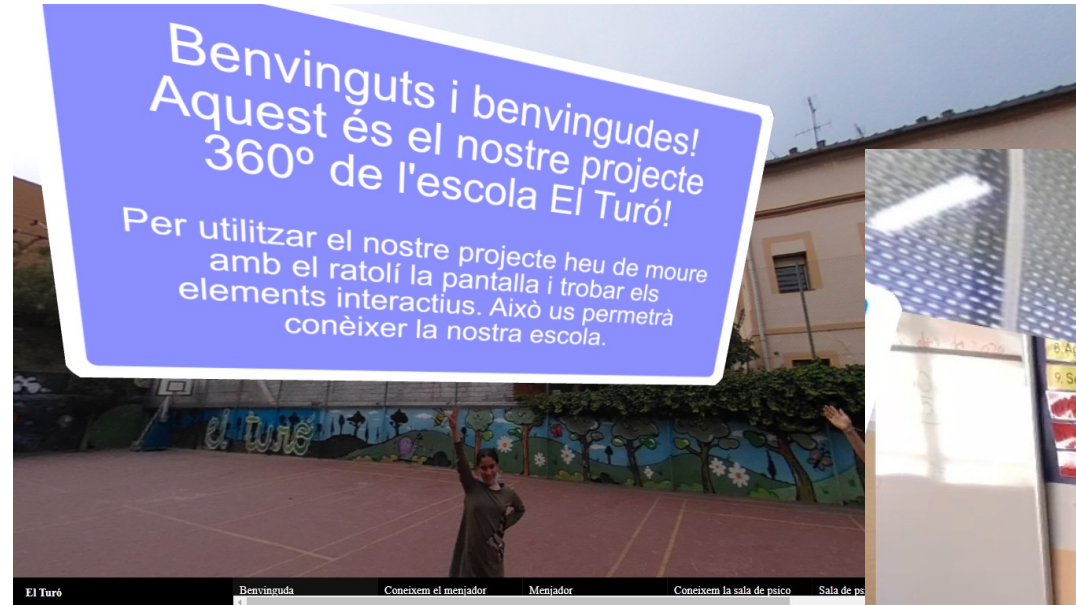
Conclusion (1/2)



CROMA 2.0: "Veiem amb les orelles, sentim amb els ulls"

- [Video summary](#) of FADER videos:
 - [School "El Turó"](#)
 - [School "El Viver"](#)
 - [School "Josep Ventalló"](#)
 - [School "Ramón y Cajal"](#)

Conclusion (2/2)



Network, share and transfer knowledge



[AccessCat website](http://accesscat.net)

accesscat.net

[MAP website](http://mapacces.org)

mapacces.org

Disclaimer

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