Analysis of News Reporting Strategies Based on VR Video Live Broadcasting Technology

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Abstract: This paper analyses the application of VR video live broadcasting technology in the field of news, explores the advantages and development trend of this technology in the media during the current media transformation period. Furthermore, article summarizes the relevant ways and methods of using VR video live broadcasting technology in news reporting.

1. Introduction

In recent years, VR technology has become a new way of media convergence and transformation. Especially the maturity of VR video technology, which brings new possibilities for live news broadcasting. The application of VR video technology in live news broadcasting also brings new problems to reporting, which requires journalists to make certain adjustments to reporting methods.

VR technology is to create a virtual space or scene to bring the viewer immersive experience. More specifically, its operation principle is to create a virtual space or scene, and reproduce its data through hardware devices such as VR helmet. When viewers use VR hardware devices, they will have the feeling of being in the scene and feel the omni-directional perceptual experience of vision, hearing, motion and so on. In the current VR technology, the virtual space or scene created is realized by two technical means, one is to design and produce virtual space through computer software; the other is to shoot in the real scene by 360-degree panoramic camera. This 360-degree panoramic blind spot-free video is also called VR video.

2. VR Video Live Broadcasting hands in hand with the News Media and will become a new favorite of News Live Broadcasting

With the improvement of Internet data transmission capability, VR video technology has developed rapidly in the field of live broadcasting. IQIYI, Tencent and other major network media have announced the establishment of VR live broadcasting platform. Such as, in June 2016, Zanthoxylum Live announced that VR channel is officially launched. At the same time, VR video live broadcasting has also been widely used in the news media, and gradually developed from the original event live broadcasting to news reporting. During the 2016 NPC and CPPCC sessions, many news media used VR video technology to conduct 360-degree panoramic coverage of the two sessions. On January 7, 2017, CCTV Sports adopted VR video technology to broadcast CBA All-Star Game live. In addition, on October 17, 2016, CCTV News Channel launched a special program "Building a Dream of Heaven Palace". Besides, the launch of Shenzhou-11 manned spacecraft was reported live by VR technology. The website OUTVR launched the "VR News Lab" section, and reported in real time the popular news such as the Harbin Ice Festival in December 2016 and the first heavy snow in Shenyang in 2016. From the new changes of VR live broadcasting platform and content, we can vaguely feel that the era of VR video live broadcasting and hand-in-hand news media has arrived. With the popularization of VR technology, VR live video broadcasting will be widely used in news reports.

First of all, VR live broadcasting has begun to develop from pre-set large-scale events to sudden and changeable news reports. From this, we can see the possibility of the application of VR live broadcasting in news reporting.

Secondly, VR video live broadcasting is easy to operate and easy to use. It is feasible to combine VR video live broadcasting with news reporting. VR video live broadcasting technology is basically similar to the traditional video live broadcasting process, which generally includes five links: scene panoramic shooting, mosaic, coding, transmission and terminal playback. However, the difference is that the video material is captured by several cameras at the same time. The images from different angles need to be stitched and corrected by later software in order to get panoramic images. In addition, video files need to be played in a panoramic player. Therefore, VR video live broadcasting technology is a new media form that news media can reach.

Thirdly, live broadcasting is a popular form of media communication. Consequently, VR live news has a broad audience base. From the recent development of mobile client live broadcasting, we can see that the public is very keen on live broadcasting as a form of media communication, through which people can get more participation and interactive experience. According to statistics, there are nearly 4 million people online at the same time during the peak hours of the day on large live broadcasting platforms.

Finally, the advantages of live news broadcasting can be fully embodied by using VR video broadcasting. The purpose of live news broadcasting is to make audiences have a sense of participation on the spot. Live news broadcasting using VR video technology will transfer "information transmission from knowing" to "perceiving". Increasing audience's sense of immersion and participation is exactly the purpose of live news broadcasting, which can fully reflect the advantages of live news broadcasting.

3. VR Video Live Broadcasting puts new requirements on news reporting

Video news live broadcasting usually consists of two parts: one is the reporter's live coverage; the other is video clips, also known as "package". When using VR video technology for live news broadcasting, journalists should make corresponding adjustments in reporting methods.

3.1 On the spot reporting

First, reporters should adjust the focus of on-site reporting. In the past live video news broadcasting, reporters need to use language to describe the situation on the scene, and convey what they see, hear and feel to the audience in language. After using VR video live broadcasting technology, it will bring unprecedented impression to the audience. The audience can not only see the news scene from the journalist's point of view, but also turn their own point of view. Looking around the scene 360 degrees, the audience seems to be in it. In addition, face to face with reporters, reporters do not need to make more affixed complaints on the scene. Therefore, journalists should adjust the focus of reporting. On the one hand, journalists need to dig more into the background of news events. On the other hand, journalists should give more depth and thickness to news through reporting, so as to guide the audience's thinking.

Secondly, journalists should be more objective in reporting and avoid the disclosure of subjective tendencies. In traditional live news broadcasting, due to the subjective choice of shooting angle and shooting location, it is inevitable to filter the news scene which has a certain subjective color. However, news reports need to be factual. The choice of journalists in the news scene sometimes makes the audience's understanding of the facts biased. After using VR video technology, 360-degree panoramic camera will present news information objectively and comprehensively, which enhances the objectivity of news reporting. Therefore, journalists should avoid incorporating subjective consciousness into their reports in order to influence the credibility of news reports.

Finally, using VR video technology to broadcast news live will increase the difficulty for journalists to grasp the opportunity of reporting and guide the audience. On the one hand, journalists should grasp the best reporting opportunity and filter out invalid information when they broadcast

live news. On the other hand, reporters should make targeted choices on the spot and select typical pictures to guide thinking of viewers. With VR video technology, because the audience can interact with the news scene, some non-attentive viewers may miss the best viewing opportunity and angle that the journalists want to show them. This requires that journalists carefully design the sense of representation of news reports and strengthen the leading role of reports. While the audience is immersed in the news, they can always keep their attention to the news report.

3.2 On the Production of "Parcels"

First, in the process of using VR video technology to broadcast news live, inserting background material will affect the viewing effect and timeliness of live broadcast. In live news coverage, we usually choose a suitable entry point and insert the background material into the "Parcels", so that the background of news coverage can be closely integrated with reality. However, the background information of news is 180 degrees video material or plane graphic material, which is not conducive to compatible use with VR video. Because VR video technology integrates the video material captured by several angle cameras into a 360 panoramic material and restores it through a panoramic player. According to this principle, inserting 180 degree video material or plane graphic data will affect the viewing effect. If these materials are directly edited together with panoramic materials, the stretching of the material image will occur. If these materials are matched with the camera materials from all angles, the image stitching will be uneven. If the image stitching is completed and then broadcast, it may affect the effectiveness of the news. This requires a rapid collation of background information in the later stage, and in the use of background material, as far as possible through panoramic camera to shoot.

Secondly, the use of VR video technology to broadcast live news requires journalists to make more use of multi-location, fixed lens to produce "Parcels". Camera movement can not only bring convenience for gathering news materials, but also create a tense, relaxed, peaceful and other on-site atmosphere. Presentation of news details can provide strong evidence for journalists' reports. Both are important means of making "Parcels". However, VR video technology is not conducive to the expression of mobile lens and the display of news details. Since the panoramic camera is 360 degrees dead-angle shooting, the device controlling the motion of the camera will be took by the camera. In other words, panoramic cameras are temporarily unable to install control devices to control camera movement. Therefore, reporters can only use fixed lens to shoot, and through multi-camera shooting, lens switching and other methods to report.

4. Conclusion

At present, there are still some problems in live VR news broadcasting, such as high cost, poor user experience and insufficient market penetration. "VR still has a long way to go to become a mainstream media, but it certainly represents a major direction of future news reporting." In a word, journalists need to actively deal with the combination of VR live technology and news reporting, follow the trend and seek new changes.

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