



Lehti Kauri / Merit Kumpulainen

SOCIAL VIDEO

Social media has significantly changed the relationship between users and service producers by allowing users to generate content alongside their professional peers. The Social Video project investigates the user requirements for collaborative social video production.

In the future, social media videos will be produced in interactive and cooperative ways. This has the potential to uproot the traditional roles in video production. Consumers will become important content providers while professional companies will assume new responsibilities and be able to profit from new business opportunities.

Through social media services, individual citizens and communities will have the opportunity to quickly produce

quality video content either on their own, together with other individuals and communities, or in cooperation with professionals.

Stadi.TV is part of the project

The Social Video project explores the key criteria that users and other concerned parties identify in developing new social videos. In addition, the project looks into the different methods used to select, filter and collect information from diverse sources for various social video uses.

The project is based on a state-of-the-art journalistic research approach that tries to identify users' attitudes towards the use of social video and the different models of providing content. The tools and methods used in the project are based on open innovation processes.

The Social Video project started at the end of 2009, and is implemented during 2010. The three-year Stadi.TV project launched in Forum Virium Helsinki in 2010 represents one component of the overall Social Video project.

Forum Virium Helsinki's cooperation partners in the Social Video project include VTT Technical Research Centre of Finland, Arcada University of Applied Sciences, Helsinki Institute for Information Technology HIIT, Sofia Digital, Lingsoft, TVkaista, the Finnish Composers' Copyright Society Teosto, Sanoma Television, Nokia, Elisa, Digita and Vincit, among others.

Further information

Executive producer Helena Johansson,
Tel. +358 44 5872077,
helena.johansson@forumvirium.fi

