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Content Production Guidelines

I. Viewing Experience

Resolution

- Some pixilation will be present due to the close proximity of the screen to the user's eyes, however the content should not be overly pixelated
- Objects and faces close to the camera should be recognizable
- The resolution is 2:1, not a traditional 4:3 or 16:9 aspect ratio
- Care should be taken that the left and right edges blend together or a seam may appear

Stitching and Artifacts

- No artifacts such as black spots should be visible in the video
- Video stitching should not be visible. This includes image distortion due to seams in the video

Audio

- Audio should be properly synced to the video
- Spatial audio should be provided whenever possible

Viewing Angles

- The camera angle for video capture should be in level with a comfortable viewing position
- Recommended position is to meet the eye line of featured subjects
- Since most videos will be shot in 360 panorama, users can look around for an immersive experience; however looking up for extended period of time may cause discomfort
- Camera angles for the shoot should be adjusted accordingly

Lag

- The video should neither stutter nor stop while playing

Motion + Movement

- Gentle camera movement (dolly shots, steadicam) is recommended, especially if following a person or subject in a story
- Sudden motions or changes in direction of viewing can result in a nauseating viewing experience
- "Pushes" to close-ups (and pullouts) should occur gradually and slowly
- For "POV" videos, the experience is much better if the camera is not head-mounted
- Cameras mounted on the back provide the consumer with a much better viewing experience as the viewing angle does not change when the head turns

Stabilization

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- Efforts should be made to stabilize fast moving video clips (steadicam, dolly)
- Stabilization mechanisms should be used for rigs when shooting bumpy clips

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We recommend using fixed cameras mounted to fast-moving vehicles such as cars, planes or bicycles



II. Video File Specs

Titles

- Each video requires an appropriate title
- File information is NOT required
- Example "Sunset Drive 3_40mbps.mp4" could be named "Sunset Drive Episode 3"
- Video titles are visible to viewers; therefore all titles must be consumer-friendly and descriptive
- Presently video title length is limited to 20 characters; remaining information appears as "..."
- We recommend using titles with fewer than 20 characters

Description

- Please add appropriate descriptions to each video
- Additional information that can be added includes: Author, Shoot date, Location description, Character names (if appropriate), etc.
- Character limit is 1000 characters

Other

- Appropriate channel icon, video category and thumbnail should be selected when publishing new content

File Size

- 25GB publish limit per video
- This is intended to reduce abuse of the system and should provide ample space for short (~5 minute) video clips at maximum quality
- File size is a good indicator of download times given average Wi-Fi speeds
- We recommend splitting a video into separate clips if the file size will result in excessive download times
- Refer to the following link for the latest technical specifications and additional information:
https://samsungvr.com/portal/content/content_specs (https://samsungvr.com/portal/content/content_specs)

III. Creative

Beginning a Video

- Production company title cards or animations are not permitted at the beginning of a video
- Instead, producers should build a title graphic which incorporates imagery and information for the video which is about to play (Episode title, etc.)
- Think of this as the Netflix Thumbnail or a VR version of the seminal Hollywood movie poster
- We recommend a 3-5 second duration for the Poster, with a dissolve into main video

Production Company Logo

- Within the first 30 seconds of each video the Production Company can run a 7-10 second logo or "bug" to identify and brand itself
- The preferred location for the logo is lower right corner (as with TV) and it can float as viewers turn their heads

Brand/Sponsor Content Integration

- Dynamic ad insertion isn't currently supported
- All video pre-rolls and post-rolls must be manually inserted into the video

- Brand logos and other graphics must be approved by Samsung on a case-by-case basis

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- We recommend broad use of graphics to enhance storytelling and provide information
- This includes basic information about the location, characters and other elements inside the clip
- Creative touchstone is VH1's "PopUp Video" – lots of colorful facts about the video
- In-video information is useful to improve emotional engagement with events inside the video:
- For an action stunt, show the car's speed and RPM or the driver's heart rate or other biological information
- For a beach in Hawaii, show tide data or water temperature or fun facts about number of annual visitors
- For a rock concert, show stadium capacity or amount of beer consumed at an event
- Directional cues inside the video are also acceptable; this includes things like blinking arrows and fonts to direct viewers toward other spheres of action

Audio Design

- Audio can enhance the video in many ways: it provides information, narrative perspective, context and a unique voice to explain what the viewer is experiencing
- VO can be added via either stylized voice actors or from post-event narration from actual characters
- We also recommend sound effects and sweeteners such as heartbeats, breathing and other sounds to heighten drama

Storytelling

- Fixed cameras are preferred; steady moving cameras at slow pace add variety and detail
- If using moving cameras, they should be mounted on cars, trains, motorbikes, etc. that move at a steady pace and are not bumpy
- Bumpy motion and sudden movements within the video result in a poor viewing experience
- Mounting cameras on boats, bicycles or a person's head is not advisable
- Eventually, clip production should evolve to multi-directional viewing driven by video production
- Example: head movements should be directed by events within the clip

Shot Changes

- We recommend using dissolves rather than sudden cuts
- Sudden cuts do not result in good viewing experience for the consumer
- Freeze frames / slow motion could also be an interesting construct where viewers lock in on a scene, have the ability to see the image in a still 360° frame and then return to live action
- Freeze frames can also be used as cliff hangers at the end of a clip
- Fade out can be used for end of story

Angles

- Perspective of the video should be eye level to give the user a comfortable neck position for the majority of the length of the video
- Shooting should be center stage, circular (in 360) to allow for 360° viewing for the viewer
- By default, the video should start with the action in front unless otherwise programmed

Ending of Video

- The end sequence for each video should occur as follows:
- Freeze frame, fade to black or dissolve from last video
- Then run production company credit animation (2-4 seconds)
- Then dissolve to End Card – same Title Graphic as beginning of Clip
- Individual credits can run during final video sequence but should be short and fast
- Credit sequence can include outtakes or visual teasers for next episode or related video

• Hot links to directly access related videos will be available in future versions of the player

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ALSO ON MOBILE

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