Salin Creates New Market for VR Content Through Partnership With Local VR Companies

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The social TV platform provider Salin(www.salin.co.kr) has partnered with local companies specializing in content production to create a new market for VR content. The company is known for the development of EpicLive, the first broadcasting solution in Korea that enables users to watch TV while chatting with their friends in virtual reality.

Last September, Salin signed an agreement with FreecN(www.freecn.tv), a subsidiary company of the live streaming platform Afreeca TV, on joint planning and production of VR content. Under this partnership, the two companies will jointly produce VR content on various topics such as travel, sports, and games. The newly created content will be introduced by FreecN's broadcasting jockeys (BJs) in the FreecN Theater of EpicLive, the social TV platform developed by Salin. In EpicLive, the BJs can broadcast content by taking the form of avatars instead of appearing as themselves. Also, the viewers can invite their friends to streaming sessions and chat with them while enjoying the content.

As a content creating group that identifies promising BJs in various areas such as education, current affairs, beauty, fashion, health, kids, and hobbies, FreecN is actively involved in content production and the development of on- and off-line programs. The two companies have agreed to cooperate in not only content creation, but also the fostering of professional BJs and joint marketing of VR content.

In addition, Salin signed a memorandum of understanding with ComixV(www.comixv.com/en), a company that produces VR comics for Korean, English, and Japanese readers, on the joint development of social VR web cartoon technology and the distribution of VR web cartoons to the Japanese market. ComixV has secured more than 70 types of content within a year of its launch, and is known as the world's largest provider of VR web cartoons, with content regularly updated at least once a week. Meanwhile, Salin, as one of the winners of the prestigious SoftBank Innovation Program, has access to the VR content market in Japan and around the world.

The two companies plan to create social VR web cartoons, which are online comics enjoyed as a group rather than alone, and expect to accelerate developments in both the VR industry and web cartoon industry. In particular, VR web cartoons can be supplied at relatively low cost compared to other types of VR content, and this will address the shortage of content on VR platforms.

Jason Kim, the founder of Salin, said, "Besides allowing viewers to enjoy content with their friends, EpicLive can derive new content through interactions between BJs and their fans, and present new VR-based web cartoons, all thanks to the partnership with FreecN and ComixV. We will expand collaborative efforts to Japan and across Asia, so as to emerge as a key player of the VR content market."

About Salin

Salin Co., Ltd. is the media solution company which provides new Media Platform, EpicLive. EpicLive is a VR Social TV Platform. You can invite your friends into a virtual space to chat with each other while watching 2D, 180/ 360 ° LIVE/VOD. EpicLive is an E2E solution that provides video ingestion, transcoding, streaming, virtual space and avatar management, and VR App. Companies that produce and distribute content can provide VR TV services through EpicLive platform.

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