VIRTUAL CONTENT MANAGEMENT METHOD AND SYSTEM

Abstract

Described herein is a virtual content management method comprising converting input data in a first format into content data in a second format by a data conversion module, generating an instance of the virtual content from the content data by a content engine in a spatial environment defined by a software application having app data associated therewith, and tracking and capturing usage data comprising user interaction with the virtual content and the spatial environment. Wherein the usage data further comprising at least one of a user identifier associated with the user, user profile associated with the user, captured interactions between the user and the virtual content and spatial environment, usage timings, URI of the software application and event data associated with the spatial environment.

Figure 1