

ABSTRACT OF THE DISCLOSURE

The present disclosure relates to a system and a method for producing panoramic image content. The system for producing panoramic image content includes a user
5 device configured to generate first panoramic image data including a first panoramic image and imaging information and a first tag data set including new tag data for at least one object deployed on the first panoramic image; and a panoramic image server including a data receiving module
10 configured to receive the first panoramic image data and the first tag data set from the user device, a tag search module configured to search for at least one pre-stored tag data with respect to the same object existing in a predetermined region based on the imaging information of
15 the first panoramic image data, an object location determination module configured to generate united tag data by calculating a location of the object based on the pre-stored tag data searched for with respect to the same object and the new tag data, and a tag generation module
20 configured to display tag information on the object on the panoramic image data based on the united tag data.