

Storytelling Across Multiple Platforms

Multiplatform Content and Creation 222
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Schedule

1. INTRODUCTION

- Who the hell is this guy?
- Multimedia v XPlatform v Transmedia

2. THE MODERN PARADIGM

- Some stats
- How are audiences changing

3. PLATFORMS & PROCESS

- Project types
- A breakdown of platforms
- Intro to 3 Screen Theory



Schedule (cont)

4. DESIGN CONCEPTS

- Vision
- Collaboration
- Engagement
- Gumption

5. CASE STUDIES

- Hurt.com.au
- Reface
- Scorched
- Prison Valley
- Highrise

6. ASSESSMENT 2 & 3



RECAP

Media remains as new delivery technologies reduce boundaries for prosumers

Collective intelligence is a powerful mechanism

Media will continue to converge as traditional media providers diversify delivery technologies

Message is important. REMEMBER THE LIST!!!



THE LIST

1. Find the underlying message or ethos
2. Consider the spaces in which people can engage with your message
3. Develop content specifically for appropriate media
4. Listen to the audience
5. Maintain a cohesive message across all platforms



MULTIMEDIA
VS
CROSS PLATFORM
VS
MULTI PLATFORM
VS
TRANSMEDIA
VS
360 DEGREE
VS
PURE DIGITAL

VS
NEW MEDIA
VS
ONLINE
VS
DIGITAL
VS



SOME DEFINITIONS

MULTIMEDIA

“MULTIMEDIA IS THE INTEGRATION OF MULTIPLE FORMS OF MEDIA.”

– *techterms.com*

“MULTIMEDIA IS A BROAD TERM THAT REFERS TO THE DELIVERY OF TEXT, IMAGES, SOUND AND INTERACTIVITY IN AN INTEGRATED MANNER FROM A COMPUTER.”

– *ambrow.com*



CROSS PLATFORM/ MULTIPLATFORM

Cross Platform comes for computer studies and means a software product can be run **IDENTICALLY** on multiple operating environments.

- It was picked up as a media buzz word and came to mean delivering a media asset across multiple delivery platforms eg VHS, DVD, Theatrical etc
- Multi Platform succeeded Cross Platform as a more “correct” variation as collaboration between disciplines became more frequent.
- Although Multi Platform has come to encompass complementary media products, its roots are in maximising content and reach.



TRANSMEDIA

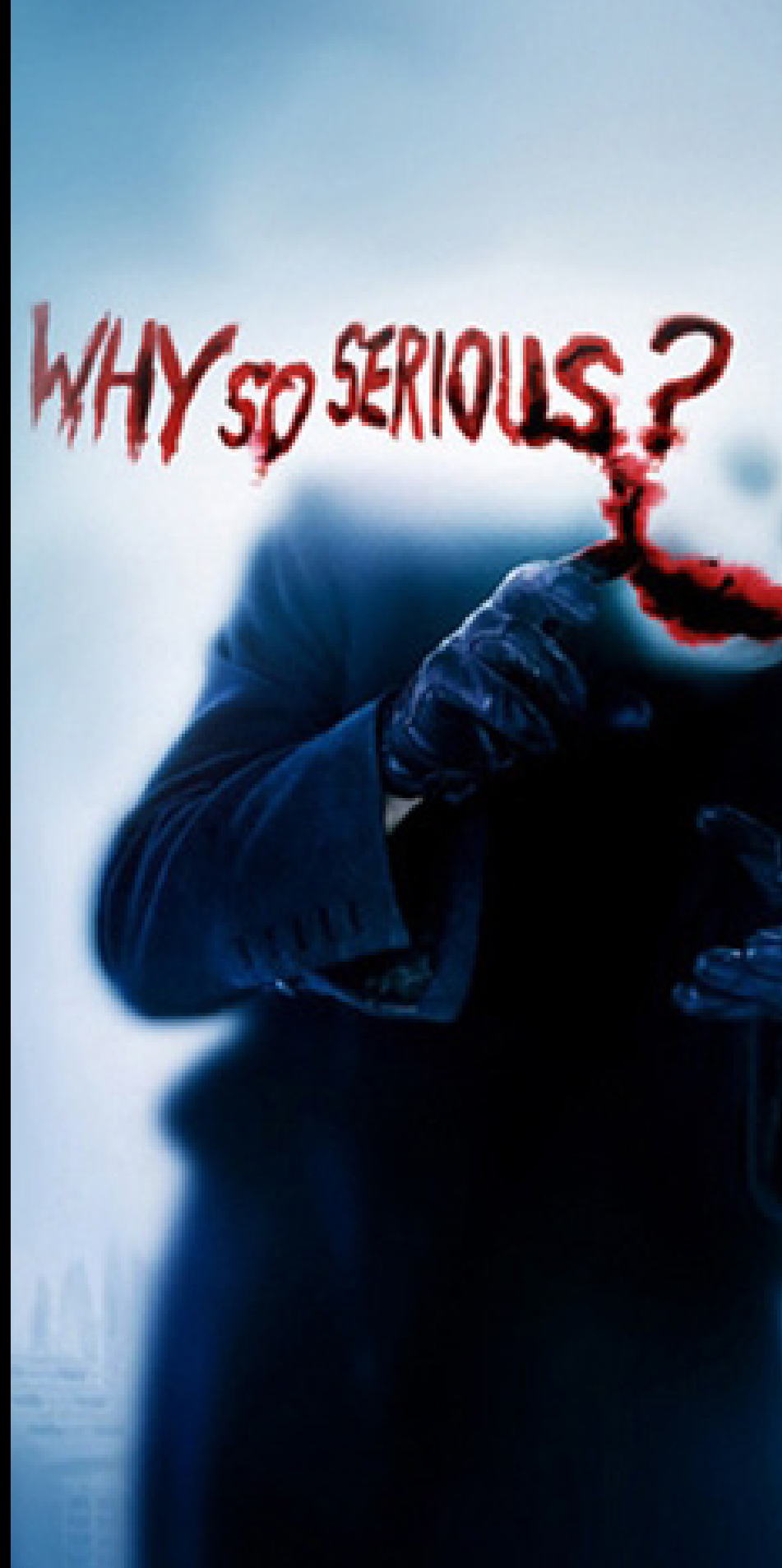
“Storytelling across multiple forms of media with each element making distinctive contributions to a viewer/user/player’s understanding of the story world”

– *Henry Jenkins 2006*

– In 2010, the American Producers Guild created the new title of Transmedia Producer, officially recognising the new form.

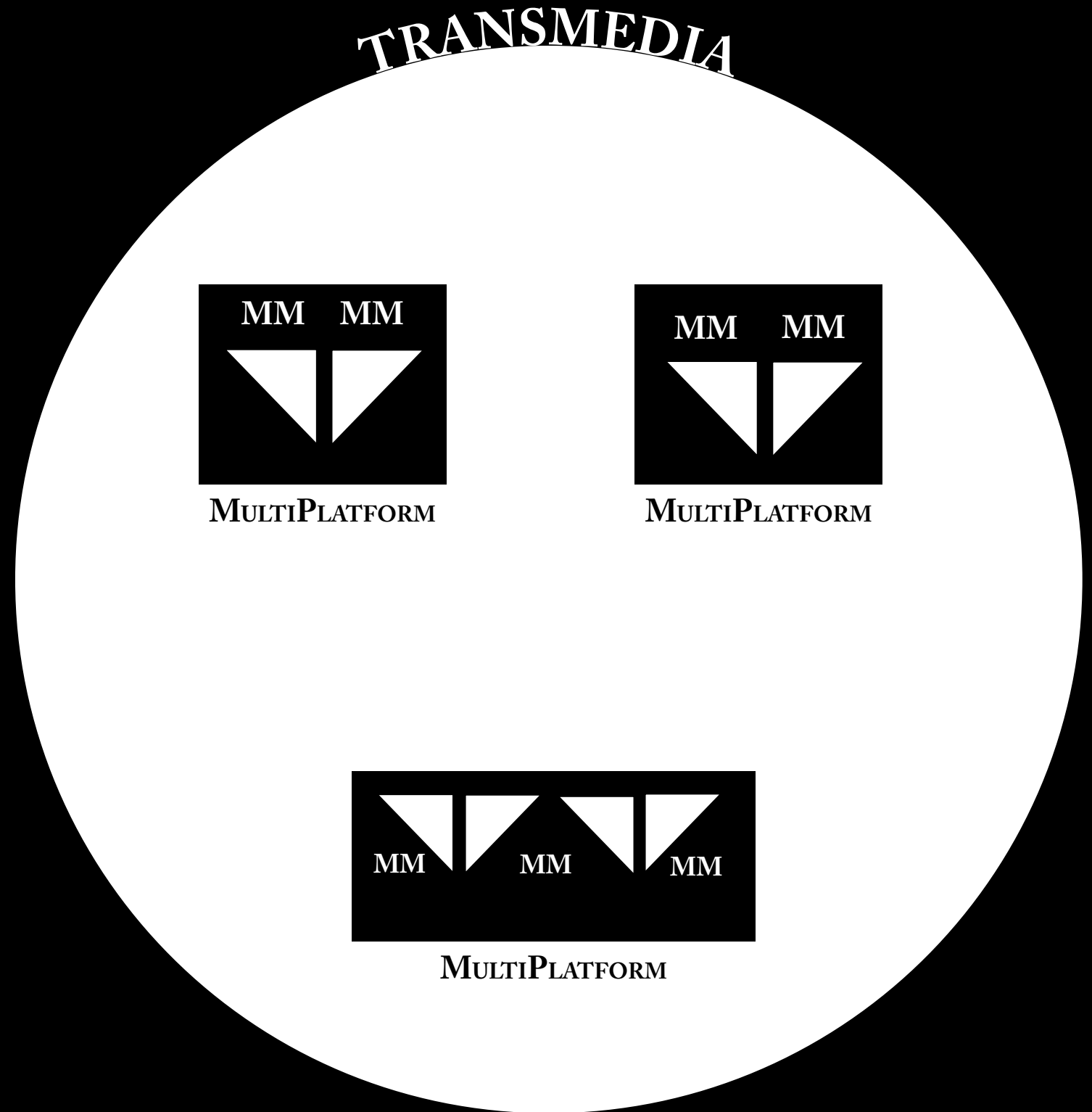
“A Transmedia Narrative project or franchise must consist of three (or more) narrative storylines existing within the same fictional universe on any vplatform”

– *APG Transmedia Guidelines*



HOW DO THEY WORK TOGETHER?

- Any MultiPlatform or Transmedia project will consist of multiple Multimedia
- Transmedia project may consist of MultiPlatform projects
- Transmedia project must occur across 3 or more platforms



THE MODERN PARADIGM



APPLES
AKA THE PAST

Appointment Viewing

Subscription

Ad Supported

Broadcast Centric

Marketing Budget

Audiences were passive

ORANGES
AKA THE PRESENT

Video On Demand (VOD)

Free Content

Brand Integrated

Networks & Community focussed

Engagement

Co-collaboration

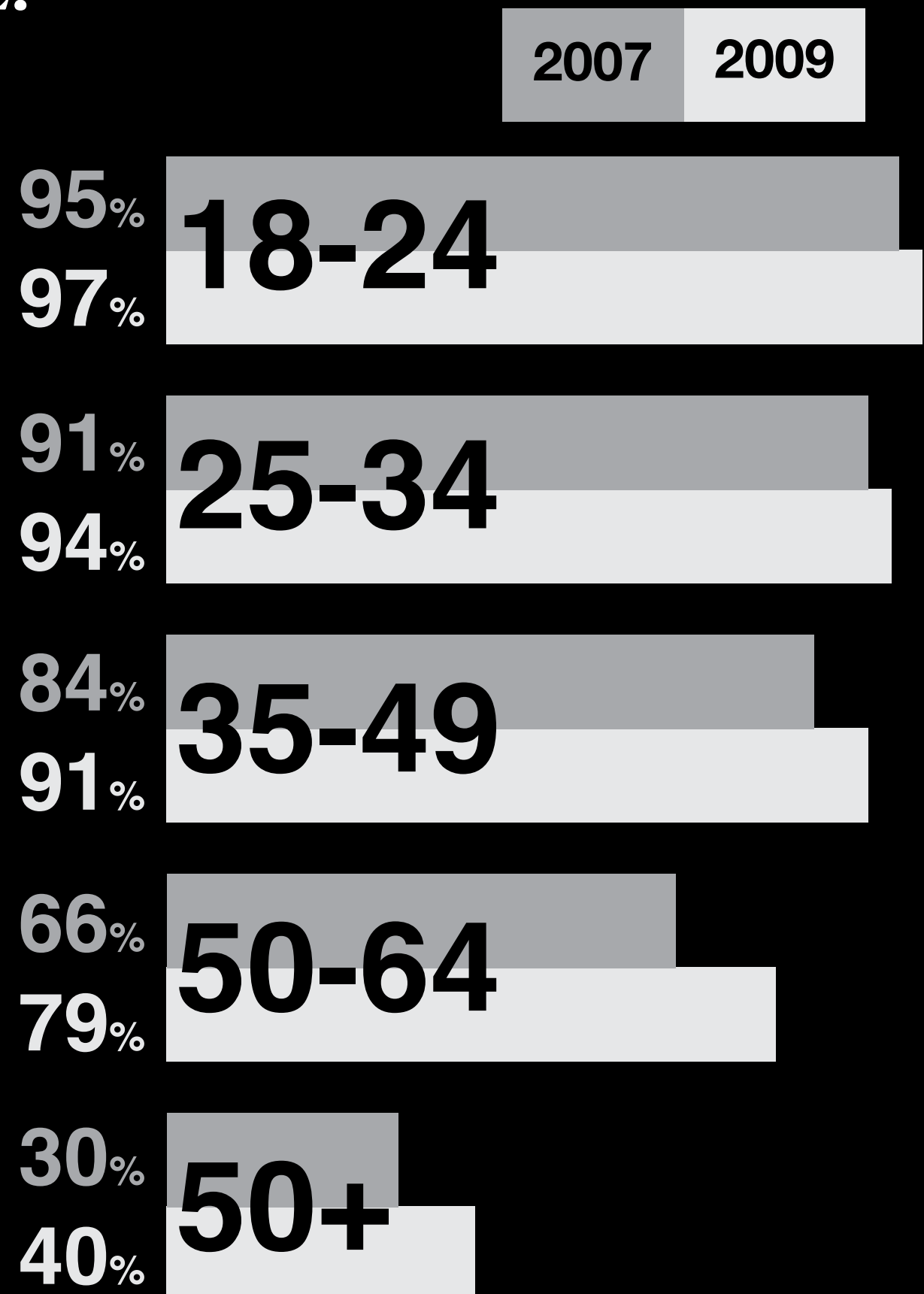


THE CONCEPT OF “SCREEN” IS CHANGING

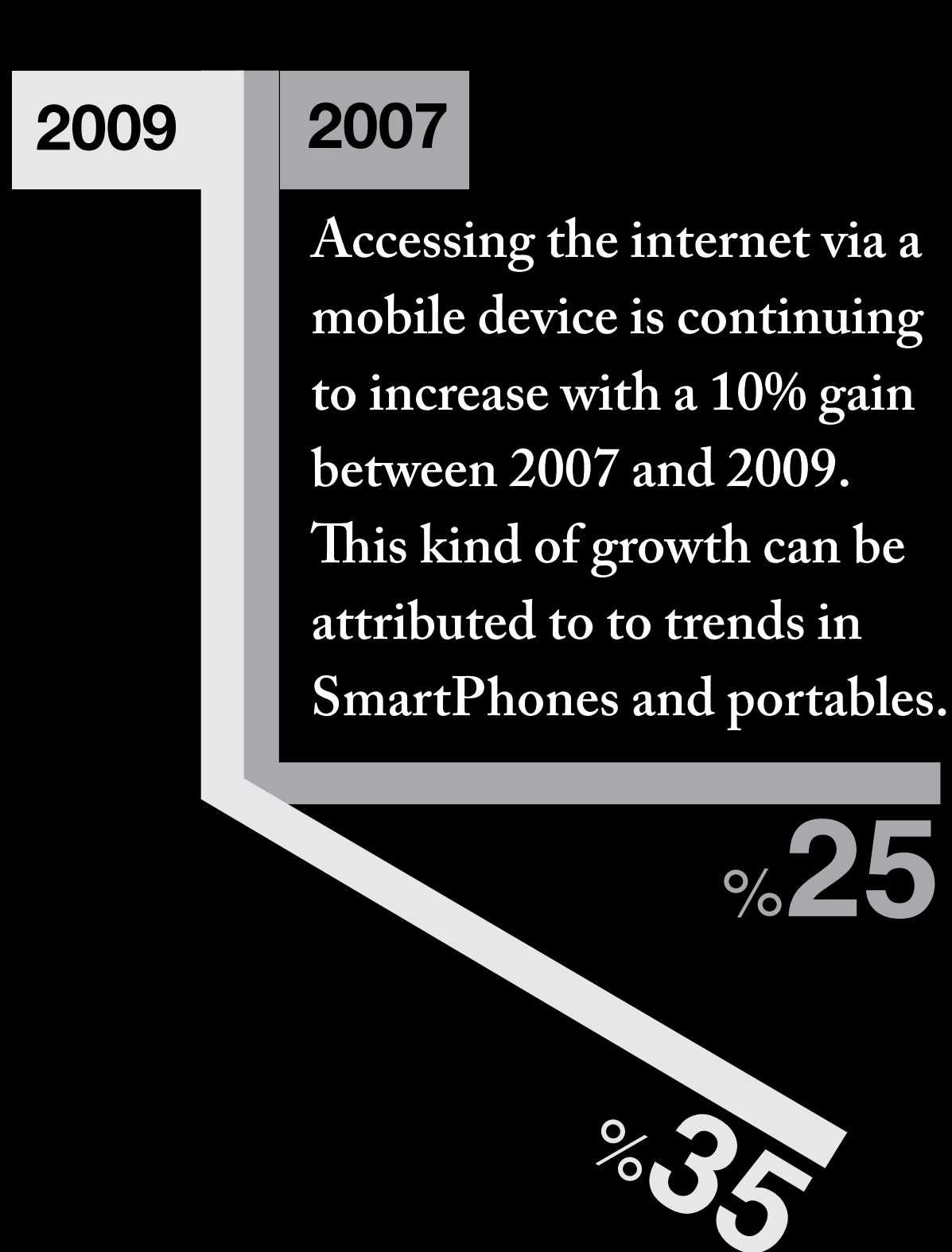
- In the US, mobile video viewing has risen 70% and online video viewing 35%
- Although 91% of the audience can be reached via TV, only 4% say they never use a computer while watching TV
- 57% of audiences use TV and internet simultaneously at home
- In Australia, our entertainment time is spent 32% on games, 33% on TV, 34% online and a lot of that time, we're also on our mobile

DOES AGE MATTER ANYMORE?

Internet use for Australians less than 50 is close to 100%. Although the level of participation decreases across older demographics, people aged 50 or older have increased participation since 2007. Users aged 50-64 have increased from 66% to 79% in 2009. Likewise, users aged 50 or over have increased 10% in the same period. The upward trend in “Silver Surfers” predicts an increase in online services in this demographic over the next few years



HOW RELEVANT ARE DEVICES FOR ACCESSING CONTENT?



Internet In Australia - CCI Digital Futures, 2010

FACEBOOK

Computer: 182.8min p/m over 9.1 days

Mobile: 252.4min p/m over 7.8 days

TWITTER

Computer: 4.7 visits per visitor 9.1 days

Mobile: 10 visits per visitor 9.1 days

- Jennifer Wilson, 2010

**“IN THREE YEARS TIME THE
DESKTOP WILL BE IRRELEVANT”**

– John Herlihy – Google vice president of Global Ad Operations



PLATFORMS & PROCESSES

FILM • TV • INTERACTIVE • GAMES • INTERNET •
SUBSCRIPTION • RADIO • OUT-OF-HOME •
TABLET • CONSOLE • HANDHELD •
IN REAL LIFE •
STAGE •
PORTABLE •
DVD BLURAY • MAGAZINES •
MOBILE • BOOKS



PLATFORMS

Anything you can conceive as point of contact with an audience is a platform.

Film

Television

Short Film

Broadband

Publishing

Comics

Animation

Mobile

Special Venues

DVD/Blu-ray/CD-ROM

Narrative Commercial and
Marketing rollouts

Radio

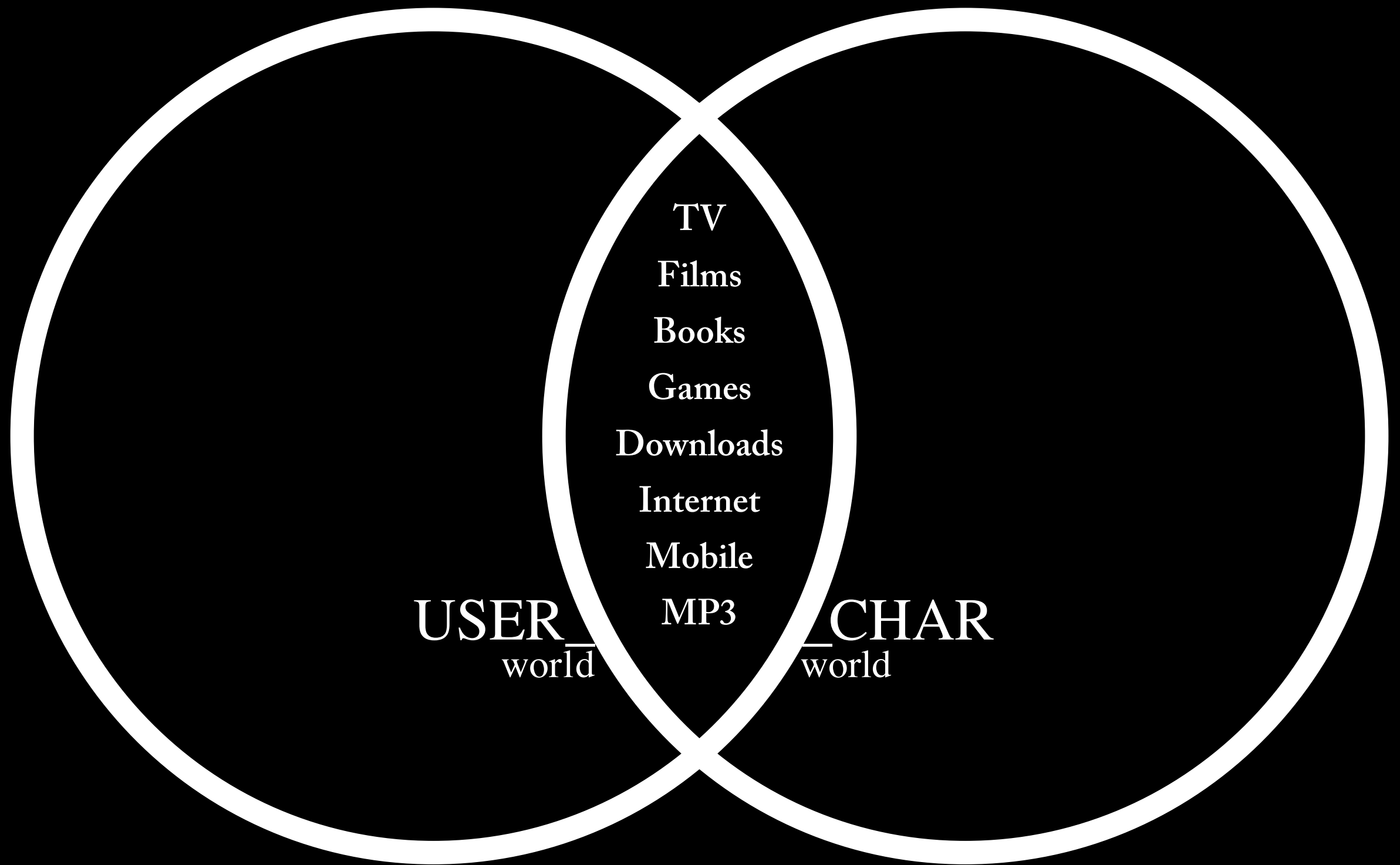
IRL (In Real Life)

Games

Apps



CONNECTING AUDIENCE TO CHARACTERS



4 Approaches To Transmedia

• Christy Dena • Pixel Lab

Project •

Multiple media products make up one Transmedia project
examples - Why So Serious (ARG for Dark Knight)

Franchise •

multiple mono-medium projects
examples - book, film, game, internet

Concept (Native) •

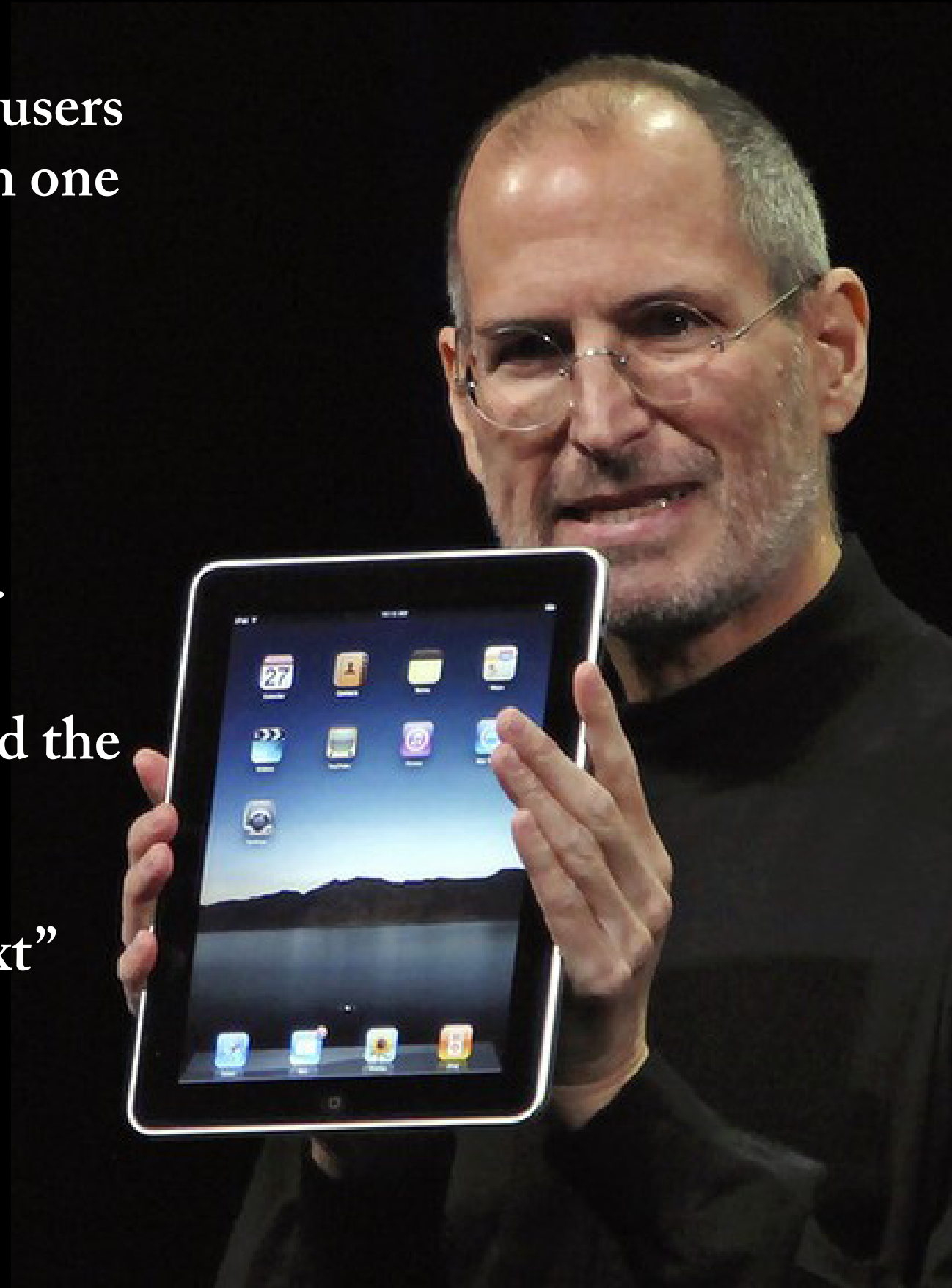
Designed to be transmedia from the concept stage

Transformation •

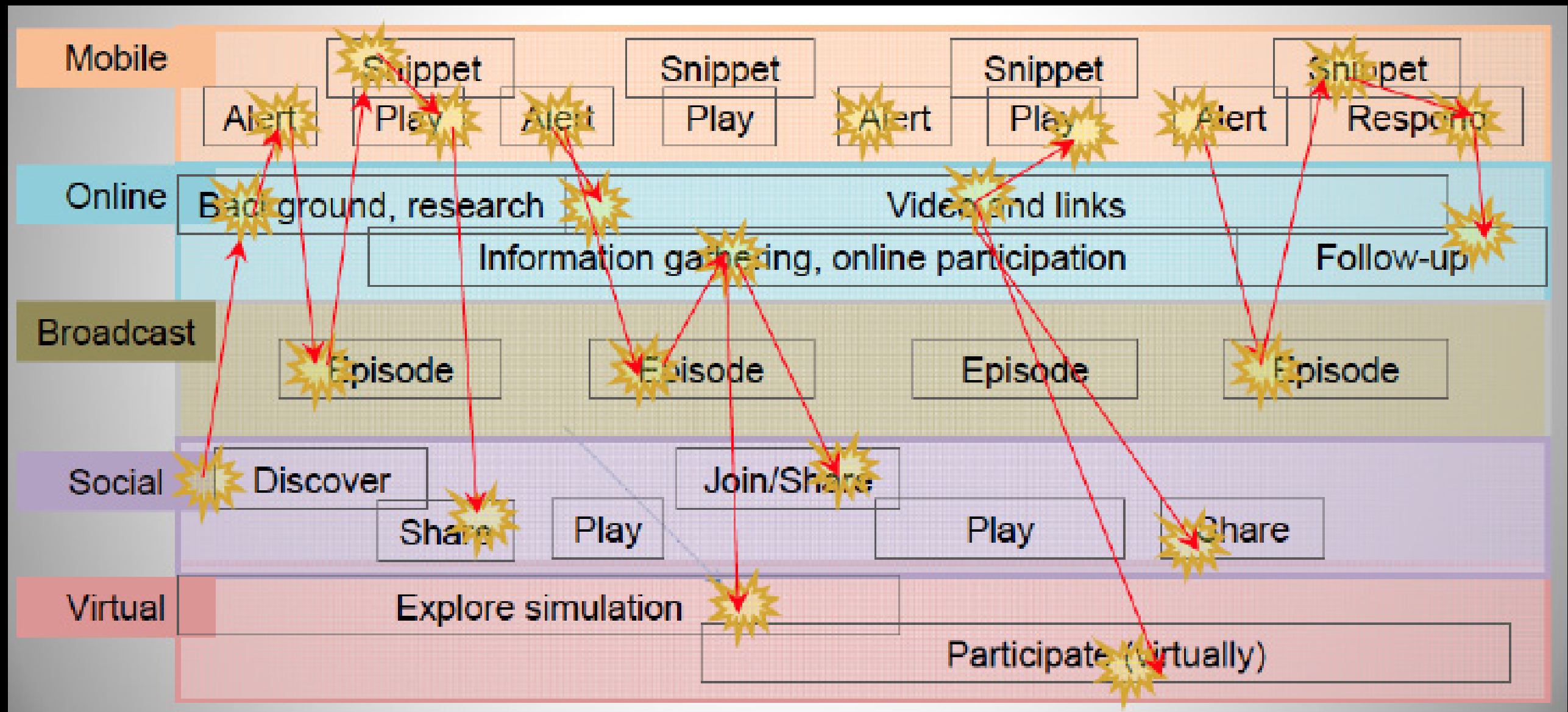
Changing an existing mono-media property into transmedia
examples - The Fun Factory for Coke

INTRO TO THREE SCREEN THEORY

- Three Screen theory is the notion that users will interact with narrative on more than one screen
- Traditionally, TV, mobile, computer (laptop/ desktop)
- Products must engage the user/ viewer across multiple channels to continue a relationship with them, the narrative and the fictional world
- Coupled closely with “now - then - next”



A TRANSMEDIA JOURNEY OVER THREE SCREENS



THEN

What happened? Users can access media relating to a period prior to the current time. This can relate to real or fictional events.

catch-up, making-of's, prequel media, history

NOW

What's Happening?
Accessing media that is happening live or is first being shown.

Live sports, film release, TV premier

NEXT

What's Going to Happen? Discovering media that relates to future story points or event.

guides, previews, trailers



KEY CONSIDERATIONS



4 KEY POINTS TO CONSIDER WHEN DEVELOPING TRANSMEDIA NARRATIVE

Vision
Collaboration
Engagement
Raw Guts

– *Suzanne Stefanac – Director, American Film Institute*

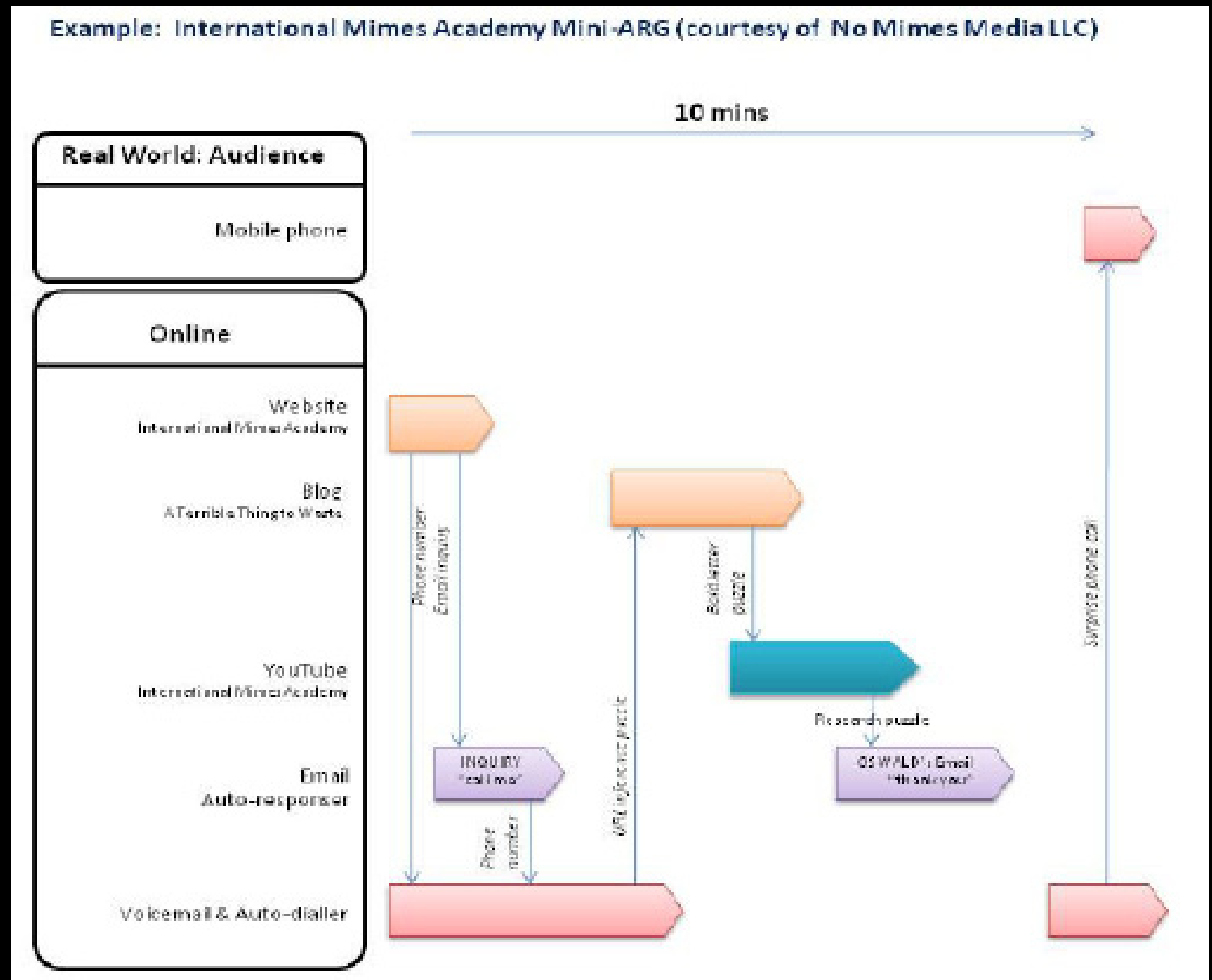


CASE STUDIES



No MIMES (VISION)

- A 10 minute ARG designed as an advertising product
- Uses mobile phones, the Internet and recorded messages
- Generated massive buzz and cost an estimated \$2500



STORMSURFERS (COLLABORATION)

- Produced by Emmy award winning production team Firelight, this pure digital project follows the world's elite big wave surfers as they challenge their bodies, crews, and the biggest waves they can find
- Uses most platforms to deliver unique content for production and partnered stakeholders



Storm Surfers Giveaway
DVD T-Shirts + Signed Posters
Subscribe Now!

WHY SO SERIOUS?? (ENGAGEMENT)

- An epic ARG produced by 43 Entertainment to advertise the release of Dark Knight
- It engaged thousands of people who contributed to the solving of clues and online discussions, feeding back into the production loop
- ummm it would have cost a lot more then \$2500.



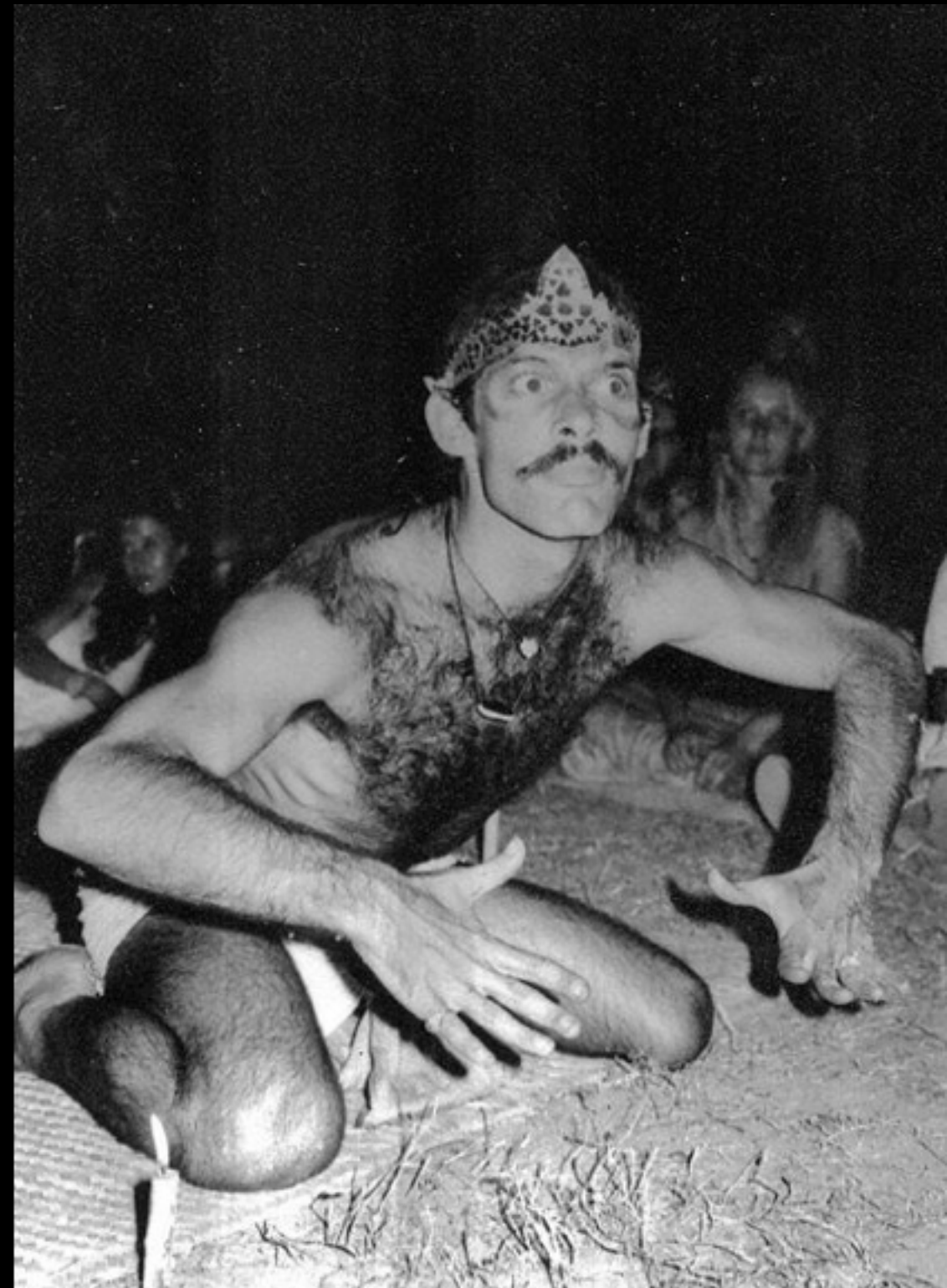
WHY SO SERIOUS??

WATCH VIDEO

<http://www.youtube.com/watch?v=1pd74It-yVo>

GOA HIPPIY TRIBE (GUMPTION)

- Darius Devas conceived a process that allowed long lost hippies to reconnect and share their stories with new audiences via the existing platform of Facebook
- Had never been done before as a film project
- Once established, the content was picked up by SBS



MORE CASE STUDIES

Hurt - Doco/ Game

<http://hurt.net.au/hurt.htm>

Prison Valley - Doco/ game

<http://prisonvalley.arte.tv/?lang=en>

Parkman Murder - Game/ Doco

http://www.parkmanmurder.com/Parkman_Murder_Application.html

Bluebird AR - Drama

<http://www.abc.net.au/innovation/bluebird/>

Africa to Australia - Doco

<http://www.sbs.com.au/africatoaustralia/#/do->

[i-really-belong-here](#)

Highrise - doco

<http://highrise.nfb.ca/prologue/index.php>

The Wilderness Downtown - Video Clip (c)

<http://www.thewildernessdowntown.com/>

Scorched - Drama

<http://www.scorched.tv/>

Briton From Above - Doco

<http://www.bbc.co.uk/britainfromabove/>

