



~~ARRESTING AUDIENCES~~ **CO-CREATING COMMUNITY** ***Familiarity Breeds 'Content'***

Content developer, consultant, service director

- 95- 04 UK, BBC Senior Dev Producer - Social Interactive TV
- 03-05 US, Interactive TV Producer
- 05 - 10 LAMP Advanced Media Production @ AFTRS
- 05 - Lecturer Multi Platform Production MetroScreen, AFTRS etc:
- 05 - Personalizemedia Power 150 Media/Marketing Blog
- 06 - MUVEDesign (Alternate & Augmented Reality, Virtual Worlds)
- 10 - StoryLabs (Oz, US, UK, Canada)





Creative IP Development, Transmedia StoryTelling

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Transmedia Lab

Posted by on Jul 13, 2010

Transmedia, multi platform content or cross media has developed into a relatively mature area for storytellers to either extend an existing property or create completely new ground-up experiences. Transmedia will not be an option, as an audience will expect to experience rich interaction...

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Posted by on Jul 13, 2010

Time to go beyond simple new media & tech orientation, business networking or basic proof of concepts and step up to the next level – create story rich, original IP...

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[StoryLab's Mentors](#)

Posted by on Jul 16, 2010

Below, an exciting list of renowned global story and experience creators who will be working as mentors and/or consultants in the StoryLabs. This site also hosts an evolving...

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[On A Mission](#)

Posted by on Jul 13, 2010

StoryLab's mission To stimulate innovative story focused digital content creation in partnership with the industry and under the guidance of internationally recognised...

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Posted by on Jul 13, 2010

StoryLabs are focused on creative IP development leading to a production outcome with useable take-aways and prototypes that can be pitched, demonstrated and used by potential...

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- BROOKE BURGESS Canada

MARISSA COOKE Australia

SEAN COLEMAN UK

MATT COSTELLO US

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SOHAIL DAHDAL Australia

SIOBHAN O'FLYNN Canada

GUY GADNEY Australia

BRENNHA HAJEK HUMPHREYS US

NATHANIEL HANSEN US

GARY HAYES Australia
- BRIAN SETH HURST US

EVAN JONES Canada

ALEX MAYHEW Canada

LAUREL PAPWORTH Australia

ROBERT PRATTEN US

NEIL RICHARDS UK

JIM SHOMOS Australia

MAURICE SUCKLING UK

DAVID VARELA UK

TONY WALSH Canada

TIMOTHY WILDE Australia

JENNIFER WILSON Australia

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storylabs Creative Development, Transmedia Innovation

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Connecting Transmedia Storytellers and Projects

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DO YOU IDENTIFY

Engaging Users

There is more than one way to be a Human

2 Comments

HEALING THE ECO-SYSTEM AND THE HUMAN SOUL

2 Comments

Recently Active Member Avatars

Join the growing network of new storytellers
at network.storylabs.us



Talk Synopsis

- ☒ Why? Networked Media StoryTelling
- ☒ Audience becomes User Community
- ☒ Step 1 - Nurturing Your Audience
- ☒ Step 2 - Networked Media StoryTelling
- ☒ - "From Small Acorns" Case Studies Part 1
- ☒ "Case Studies Part 2 - during the pre lunch panel

These slides will be up on slideshare at
<http://www.slideshare.net/hayesq31>



First a Quick Survey

Put hand up if YOU and/or your FILM or OTHER project

Have a dedicated Facebook Page

If you regularly use Twitter

If you have a dedicated YouTube Channel

If you regularly update a blog

If you are a LinkedIn member

Hands down

Hands up - If you are on all of the above?!

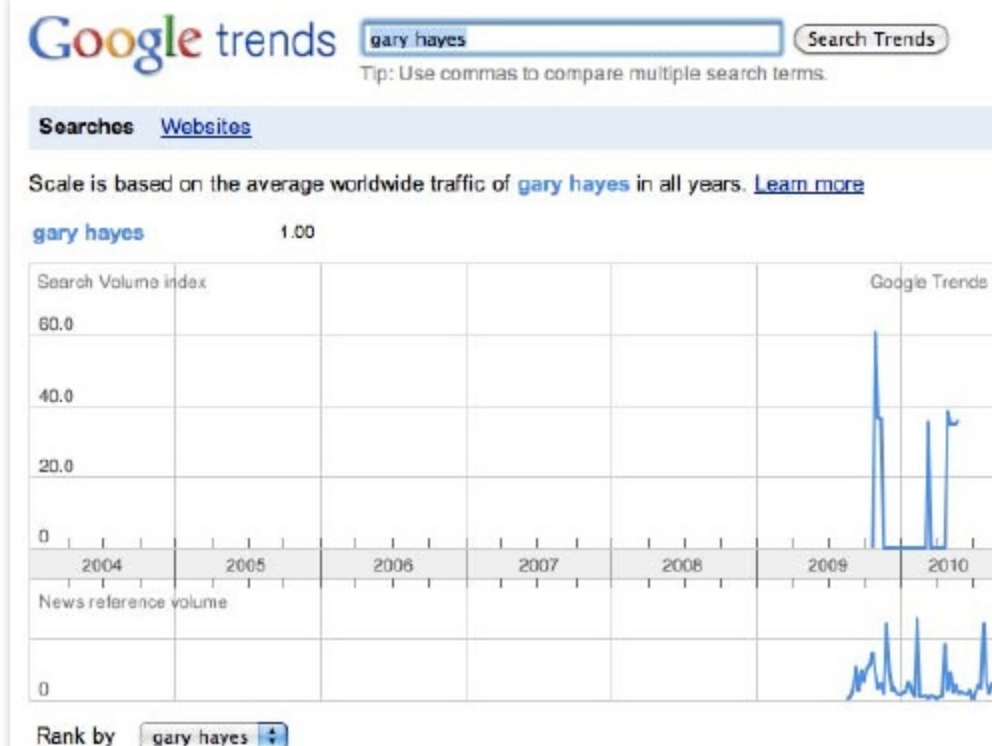


Why? Networked Media StoryTelling

Why? Networked Media StoryTelling



Here arrives everybody



ARRESTING AUDIENCES Melbourne 24 Sep 2010

by Gary Hayes CCO MUVEDesign & Founder StoryLabs

@garyphayes - gary@personalizemedia.com - storylabs.com.au - muvdesign.com

Why? Networked Media StoryTelling



Influence - trends

Google trends

Two Fists One Heart, gary hayes

Search Trends

Tip: Use commas to compare multiple search terms.

Searches Websites

Scale is based on the average worldwide traffic of **gary hayes** in all years. [Learn more](#)

Google trends

cedar boys, gary hayes

Search Trends

Tip: Use commas to compare multiple search terms.

Searches Websites

Scale is based on the average worldwide traffic of **cedar boys** in all years. [Learn more](#)

cedar boys

1.00

gary hayes

0

Search Volume index

20.0

10.0

0

News reference volume

0

Rank by

cedar boys

Google Trends

A

B

C



Cities

1. Atlanta, GA, USA
2. Dublin, Ireland
3. Sydney, Australia
4. Melbourne, Australia
5. Los Angeles, CA, USA
6. London, United Kingdom
7. New York, NY, USA

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@garyphayes - gary@personalizemedia.com - storylabs.com.au - muvedesign.com

The Music Industry Decline - Film and TV next?



Where's the Audience Going?

Tim Kring - writer, producer *Heroes*, *Crossing Jordan*



<http://www.nbc.com/heroes/evolutions/>

Where's the Audience Gone?

Banff TV producers eye ways to woo viewers

Group looking to draw audiences back from online By Etan Vlessing

BANFF, ALBERTA -- Nathan Mayfield, founder of Australian cross-platform producer Hoodlum, recently took a phone call from a North American broadcaster asking him to locate and recapture lost TV audiences online.

"He said, 'Our TV show just went to air, we've lost half the audience, **and I can't find them elsewhere in the ratings,**' " he recalls.

"It's all about driving audiences back to TV, and not ignoring them when they go online," Mayfield said.

Why? Networked Media StoryTelling



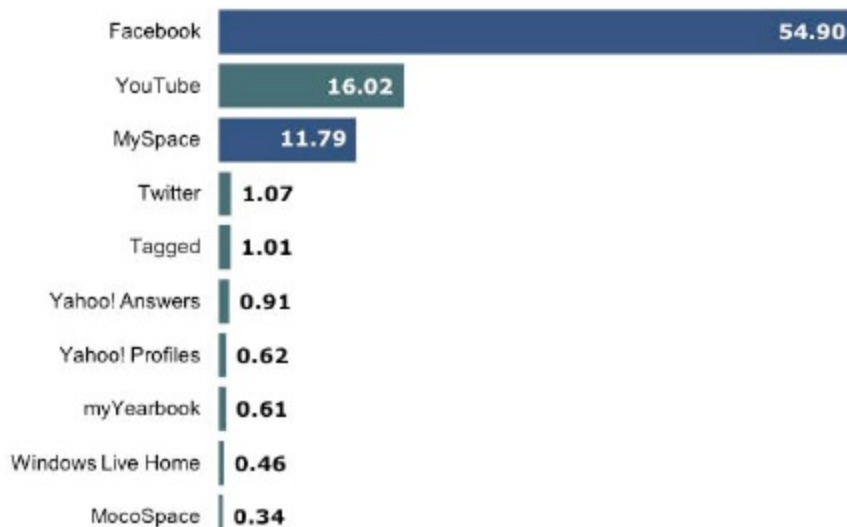
Facebook - a new territory bigger than the US

Top 10 Social Network Sites

by U.S. Market Share of Visits (%)






May 2010



Source: [Hitwise](#)

facebook's population

ranked 3rd in the world.

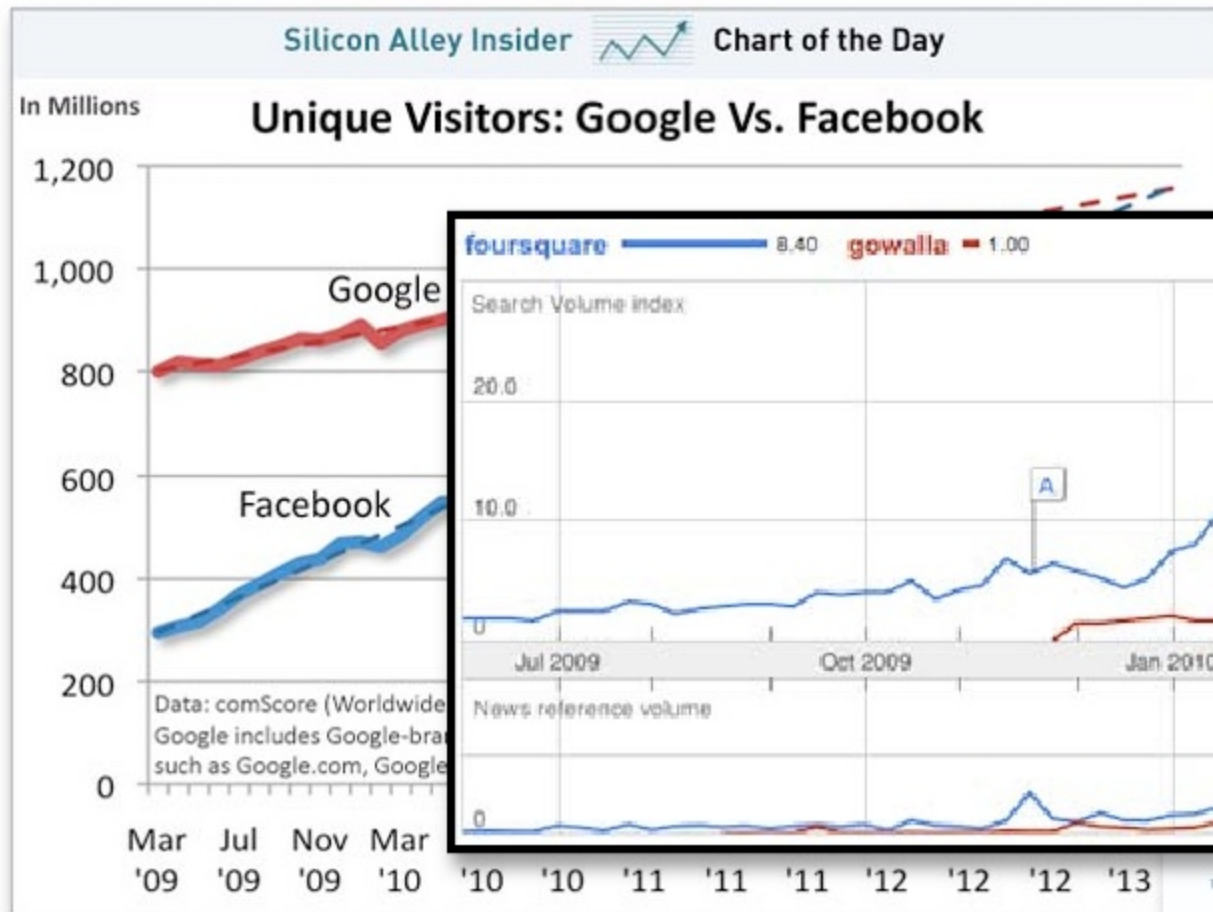
	1. China	1,336,450,000		6. Brazil	192,651,000
	2. India	1,178,436,000		7. Pakistan	169,010,500
	3. Facebook	400,000,000		8. Bangladesh	162,221,000
	4. United States	308,898,000		9. Nigeria	154,729,000
	5. Indonesia	231,369,500		10. Russia	141,927,297

Data Source: Wikipedia

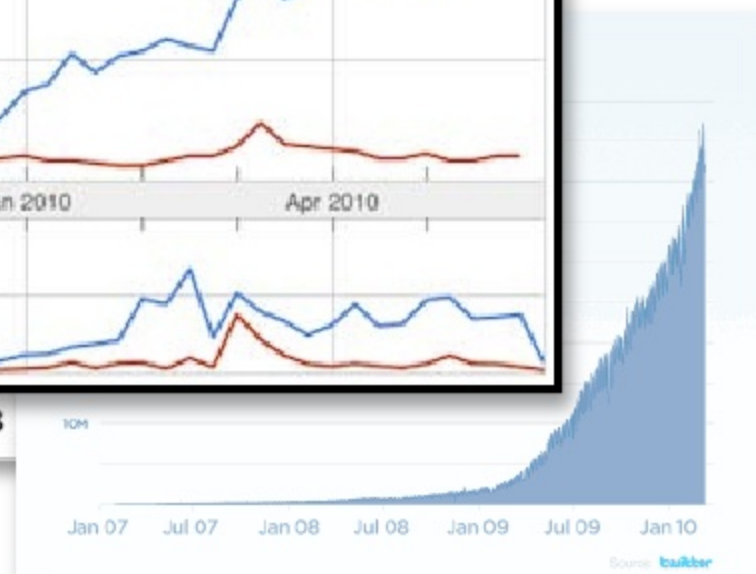
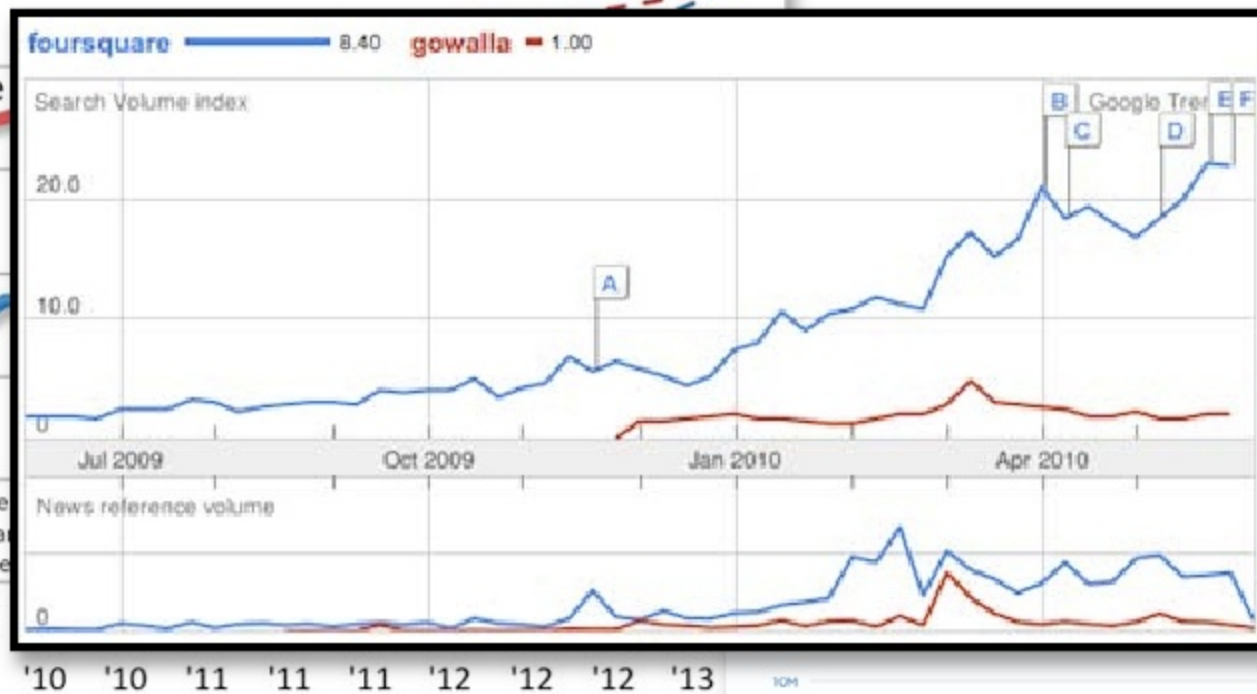
Design: TechXav / Zhou Tong

Now 550 000 million

In 2 years Facebook overtakes Google and be aware of geosocial growth



the power of community
checkin for any event &
location based service





 Audience becomes User Community

Why do you need your own creative community?

Online community members

- visit Web sites nine times as often
- stay five times as long
- represent 65% of sales

source: McKinsey & Company (ht Laurel Papworth)



Social Networks not just for “them geeky young folk”



Twitters users, on average, are **39** years old
Linked in average age **44**

Half of those between 50 and 64 years of age have at least one social media account.

([Source flowtown](#))

U.S. users currently spend 23 percent of their time on the Internet using social networking platforms.

([Source Nielsen](#))

Today's average gamer is **34** years old & has played games for 12 years

More than a **quarter** of the gaming population is over 50.

([Source Entertainment Software Association](#))

Facebook & Twitter conversation

"So, 21.5 million Australians. About 11 million to date are on Facebook with over 8 million "active" monthly (March 2010). How many Australian brands have "set up shop" to access Australian Facebookers do you think?" Laurel Papworth

Australian Facebook Fanpages by Member Numbers

- | | |
|--|---|
| 1. ACDC 1,950,000 | 13. Steve Irwin 204,000 |
| 2. Bananas in Pajamas 1,132,000 (others include BiP 643,000) | 14. Mr Squiggle 200,000 ABC TV? |
| 3. NZ Flight of the Conchords 726,000 and here 93,000 | 15. Hillsong 198,000 |
| 4. Hamish & Andy 648,552 | 16. Hugh Jackman 191,000 |
| 5. Hey Hey It's Saturday 432,000 | 17. Nick Cave and the Bad Seeds 182,000 |
| 6. Australia Tourism Australia 372,000 fans unofficial 169,000 | 18. Triple J 178,000 |
| 7. Peter Andre 364,000 from Australia's New Faces, then Britain | 19. Bonds clothing 175,000 |
| 8. Ugg Australia 330,000 | 20. Stephanie Rice swimmer 168,000 |
| 9. Billabong Girls 290,000
Billabong 200,000 | 21. The ANZACS 150,000 |
| 10. Pringles 261,000 | 22. Fifa World Cup Bid 138,000 |
| 11. Bubble O Bill's Icecreams from Streets 260,000 | 23. Home and Away 138,000 |
| 12. Kylie Minogue 206,000 (spelt Kyle in URL) | 24. State of Origin 138,000 |
| | 25. Vegemite 133,000 and Vegemite on Toast 105,000 (unofficial) |

<http://laurelpapworth.com/fanpages-list-of-top-100-australian-facebook-fan-pages/>

Facebook Fan Pages - Top Australian Film?

38. The Hangover movie 62,000 from Mab



126. Filmmakers Australia 6,700



76. Paranormal Activity (film) Australia 19,000

114. Avatar Australia 9,000

<http://laurelpapworth.com/fanpages-list-of-top-100-australian-facebook-fan-pages/>

Audience becomes User Community



Misperception of Communities

1. They are external, out there



✓ Audience becomes User Community



Mis-interpretation of Communities - 2. Complex, Suffocating



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