

Transmedia Storytelling in 2014

Big themes for 2014

- Moments not platforms
- Remarkable stories
- Fiction vs reality

**Move away from
platform thinking**



The Old World

Traditional Media Franchise

Movie



Game



Book



Whole is less than the sum of the parts: dissatisfying conclusion to consuming all media



The New World

Transmedia Franchise

Movie



Game



Book



Whole is more satisfying than the sum of the parts: euphoria of collecting the pieces

A photograph of a small waterfall in a lush, green forest. The water is cascading over a large, moss-covered rock. The surrounding area is filled with dense foliage and trees. The word "Time" is written in white text on the left side of the image.

Time

A Moment

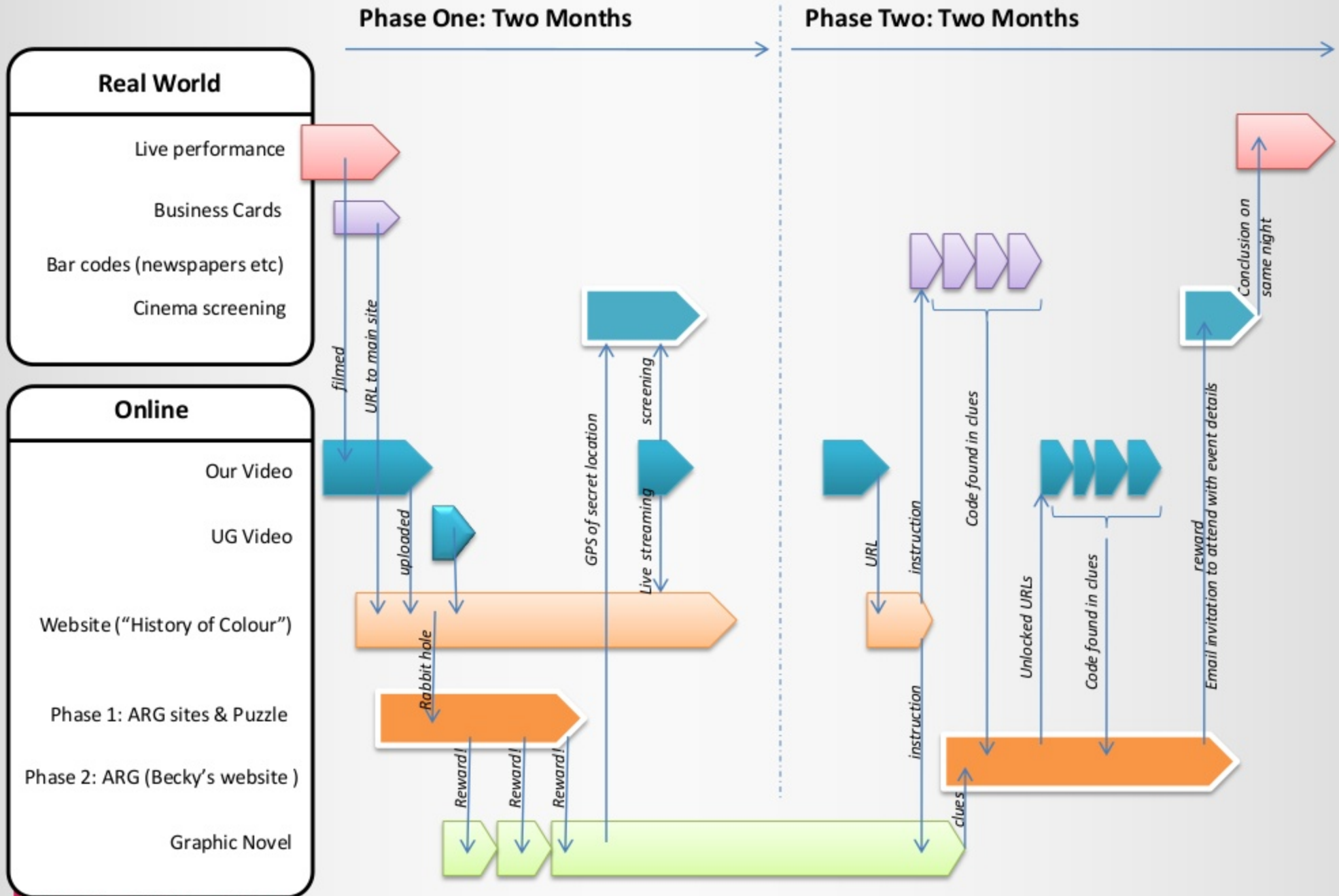


Transmedia Storytelling

**An emotional journey that
goes from
moment to
moment**

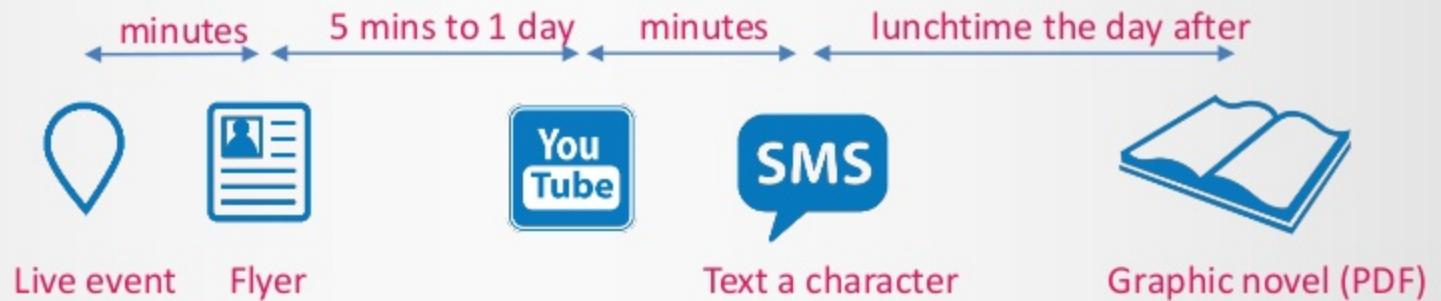
“Life is **not measured by the
number of breaths** we take,
but by the **number of moments
that take our breath away**”

From this...

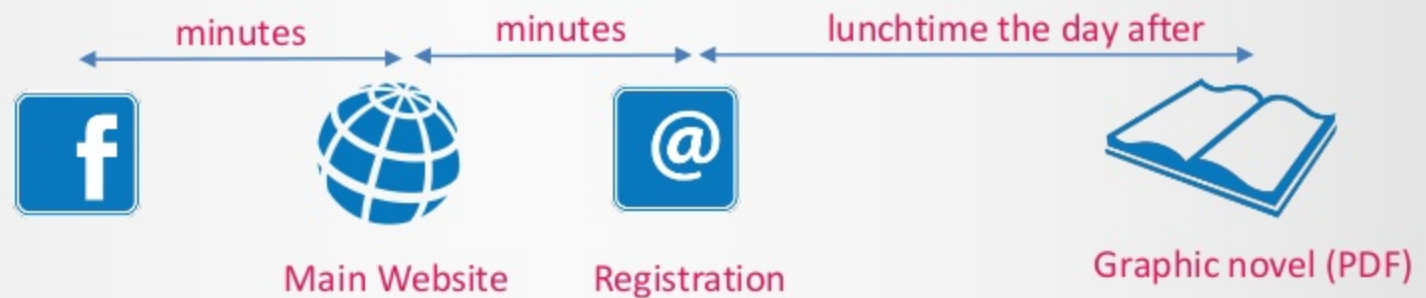


To this...

Journey 1



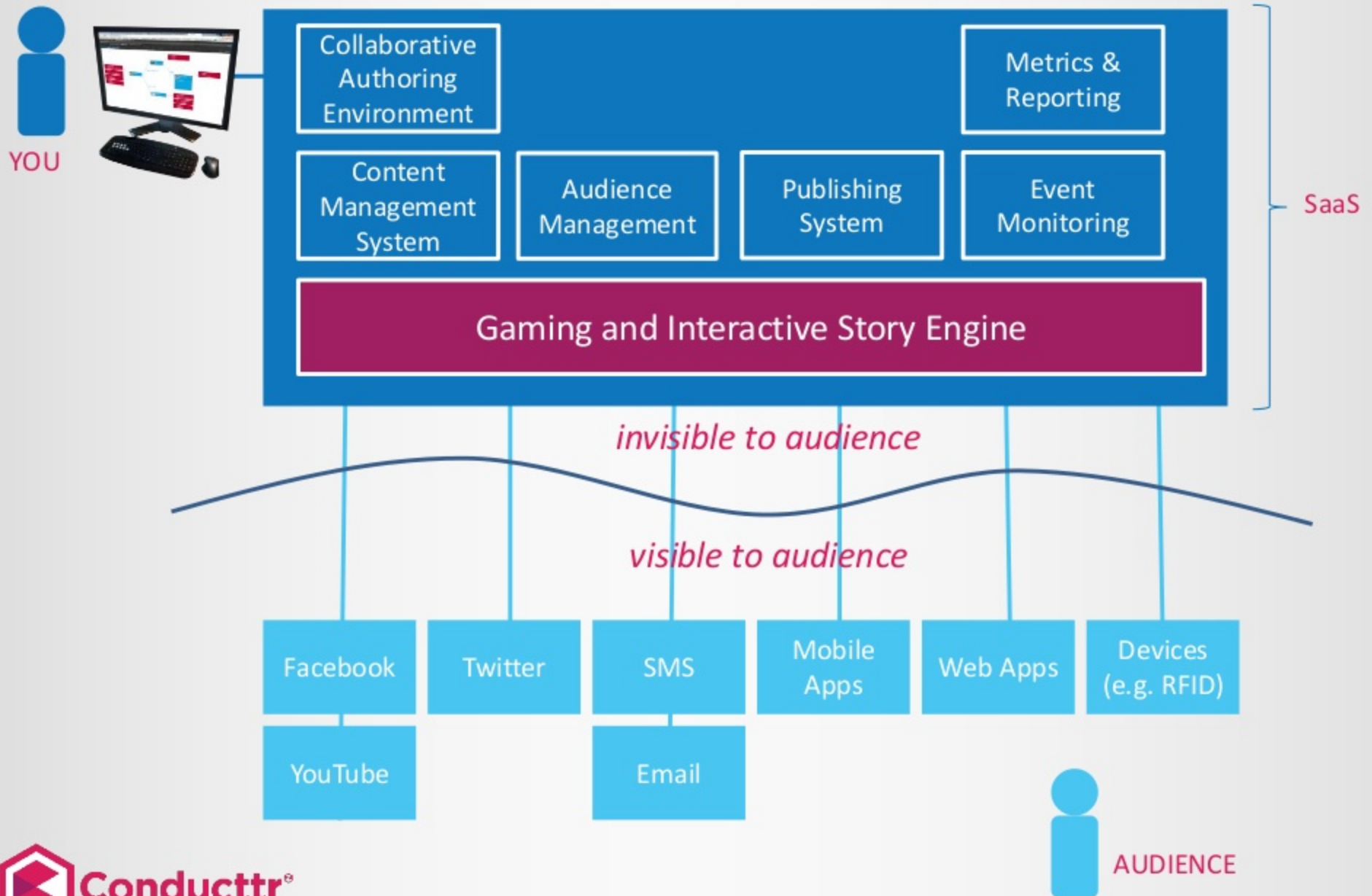
Journey 2



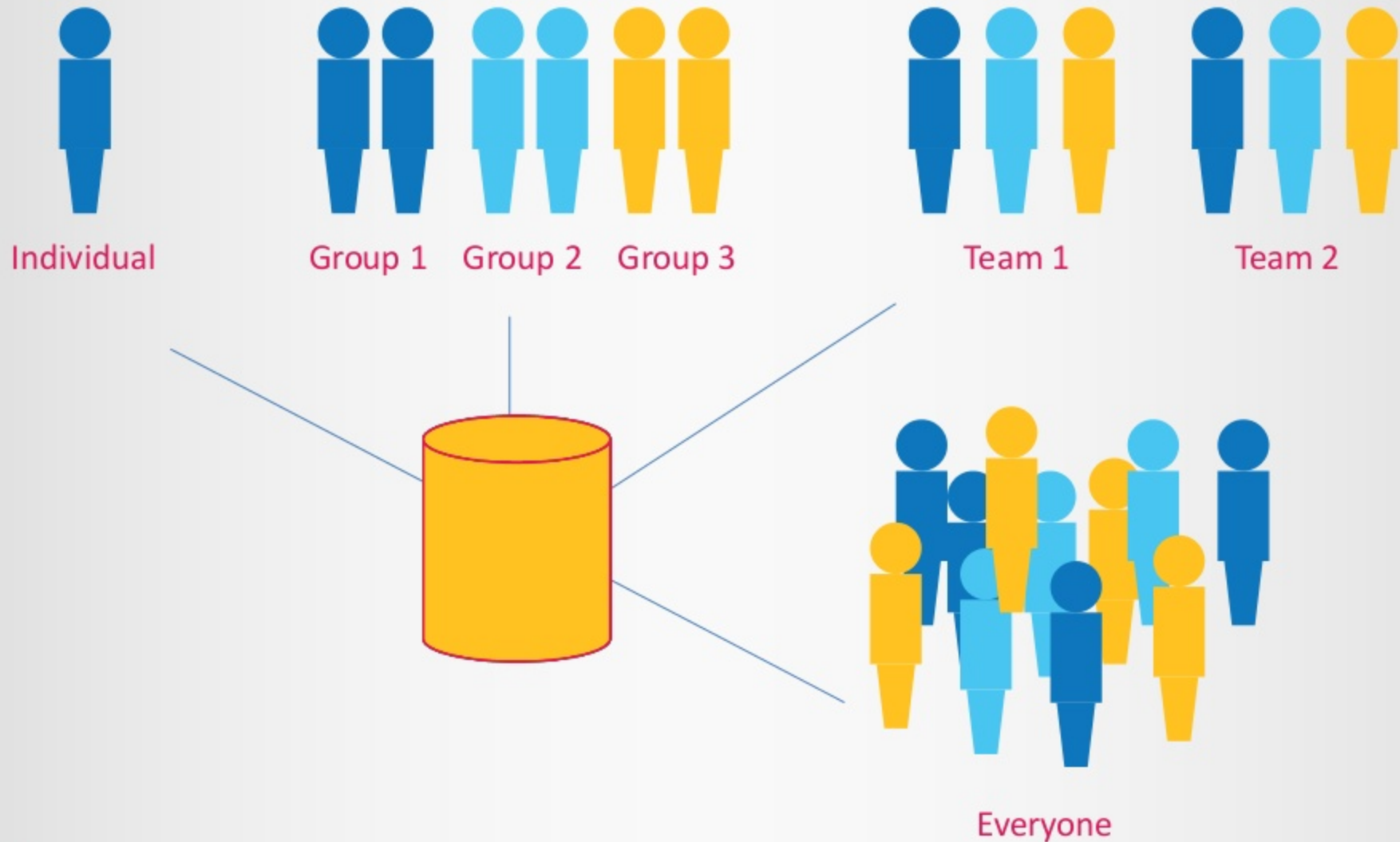
Conducttr: Orchestrate cross-platform experiences



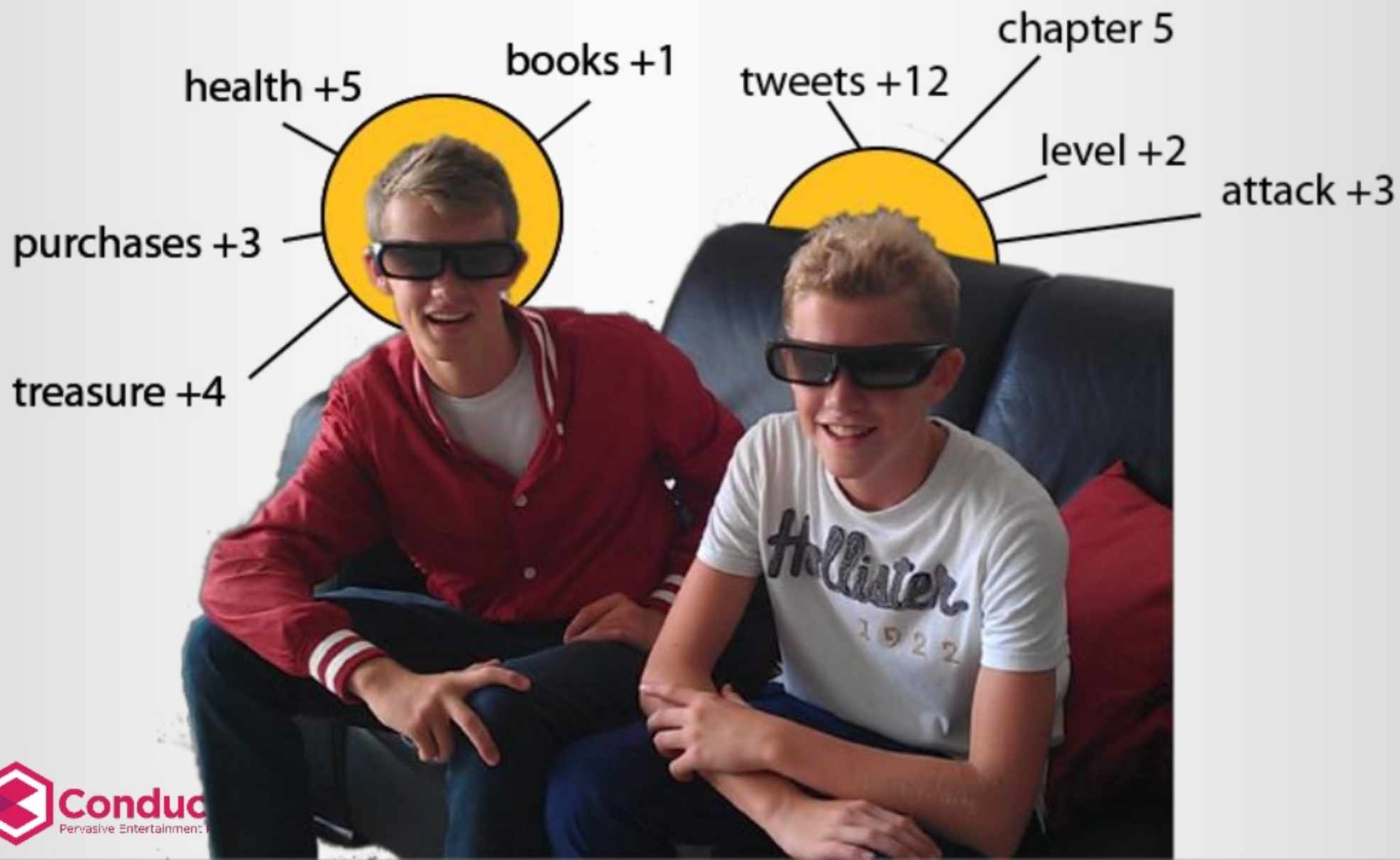
Conducttr



Audience Segmentation



Attributes



Four Layer Model of Interactive Storytelling

Experience Layer

OMG! I can't believe that!!

Narrative Layer

JOHN is very ANGRY

Presentation Layer

SEND a TEXT message

Interactive Layer

IF this happens THEN...

Remarkable stories

- 1. Be Relevant**
- 2. Resonate**

Significant Objects



Original price: \$1.

Final price: \$88.

We sold **\$128.74** worth of thrift-store junk

for **\$3,612.51**

\$128.74
Investment



\$3612.51
Return



