



Why Filmmakers should explore Transmedia Storytelling: Cash, Career & Creativity

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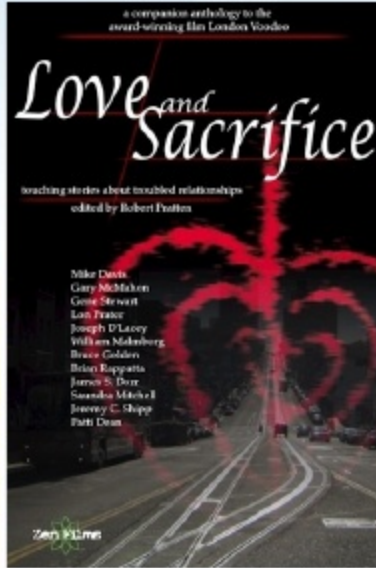
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The next 20 minutes...

- About me
- Definitions
- Benefits
- Approach
- Example

CEO & Founder, Transmedia Storyteller Ltd



BY ROBERT PRATTEN



transmedia production tool to deliver personalized, cross-platform experiences that drive conversation and engagement. It's cheaper, faster, scalable & manageable and there's no coding.

What is transmedia storytelling?



**TELLING A
STORY OVER
MULTIPLE MEDIA**

Aim: Whole is greater than sum of parts

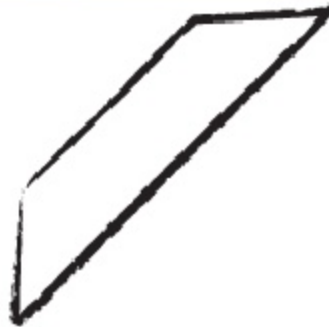
Movie



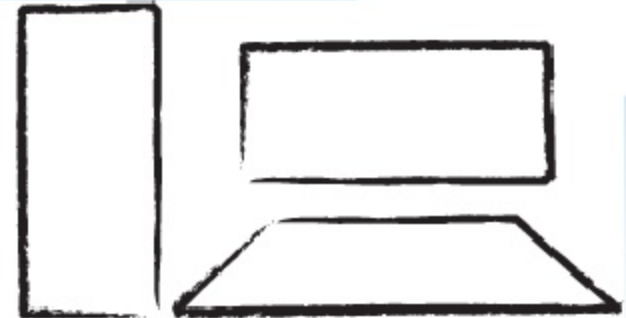
Game



Book



Media Franchise



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

Movie



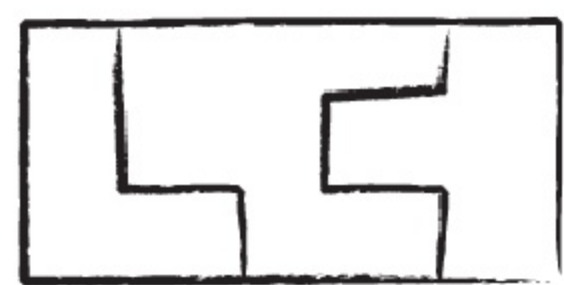
Game



Book



Transmedia



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

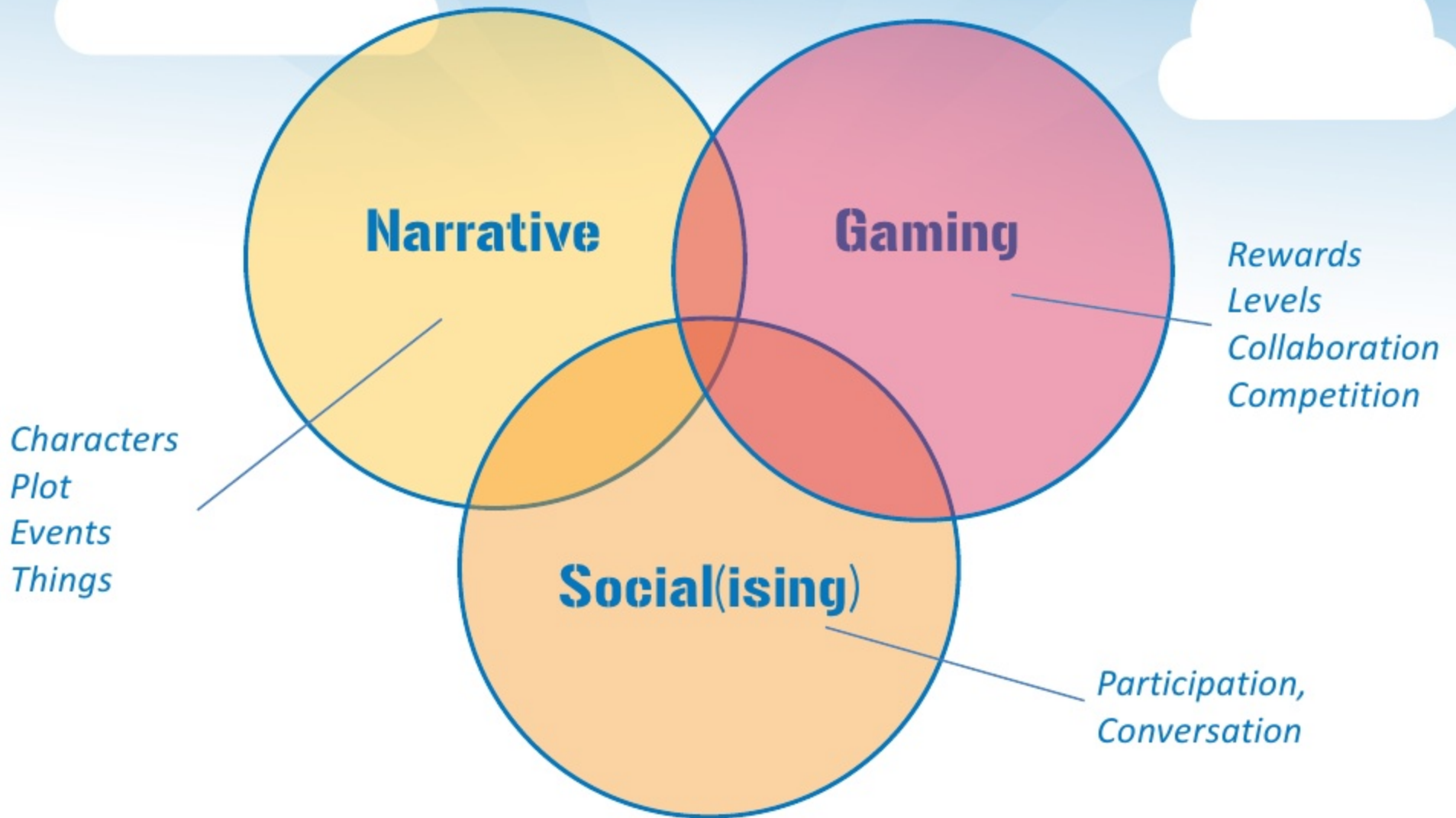
What is transmedia storytelling?



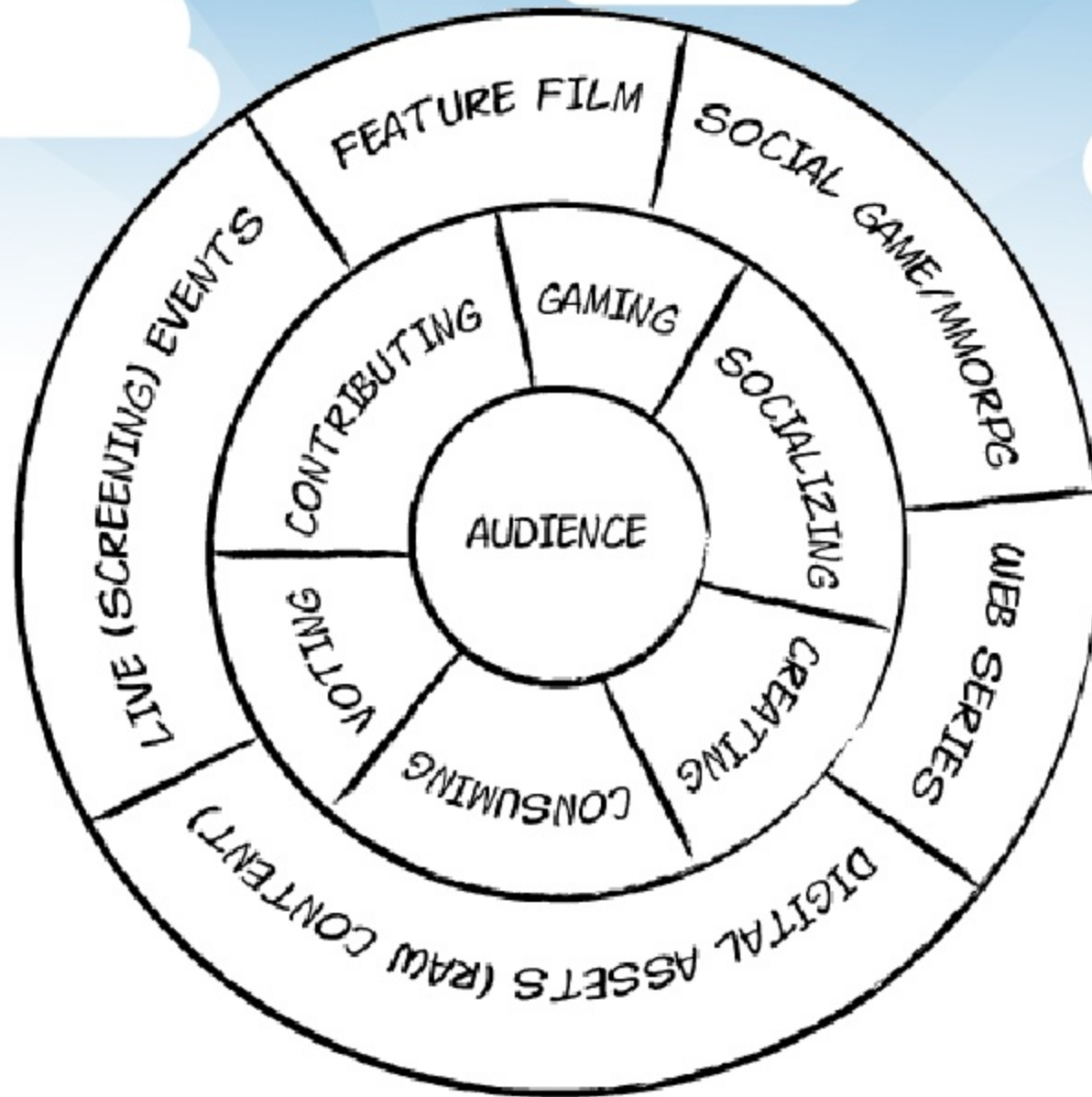
**TELLING A
STORY OVER
MULTIPLE PLATFORMS**

**WITH PARTICIPATION OF
THE AUDIENCE**

Transmedia storytelling



Rethinking entertainment



The background is a light blue gradient with several darker blue diagonal rays emanating from the top left. Three white, stylized clouds are positioned in the upper half of the image: one on the left, one in the center, and one on the right.

**Transmedia storytelling
is a way to attract and
retain audiences.**



The monolithic feature film



Project as a portfolio of ideas

- **Content**

- Feature film
- Blogs
- Trailer
- Mobile app

- Books/comics
- Merchandise
- Social media
- Soundtrack

- **Funding**

- Pre-sales
- Private investment
- Crowdfunding
- Taxpayer money

Money Later

Social media



Comic book



Issue 1

Issue 2,3..



Feature film



**Attention
Now**

**Attention
Later**

Crowdfunding



Sales



Money Now



Pre-sales?

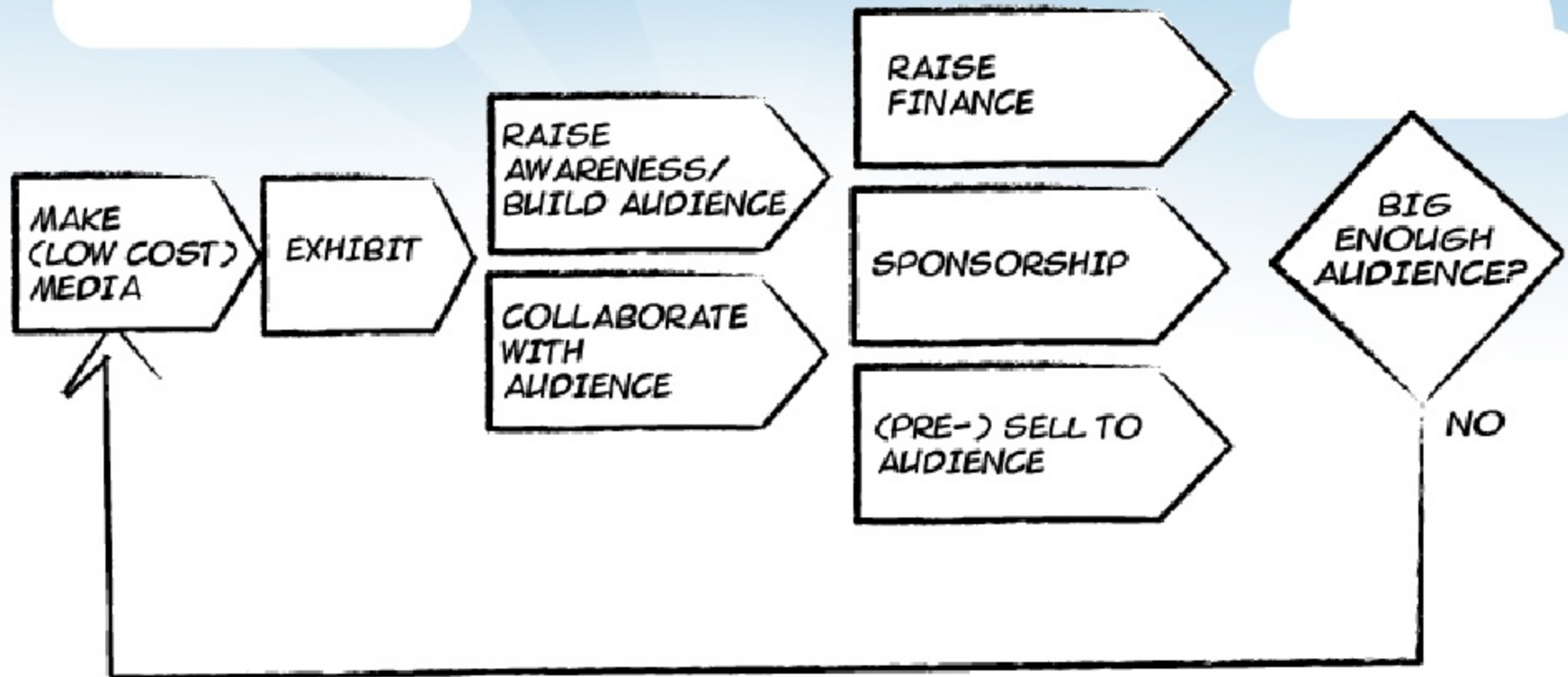


Investment



Grant

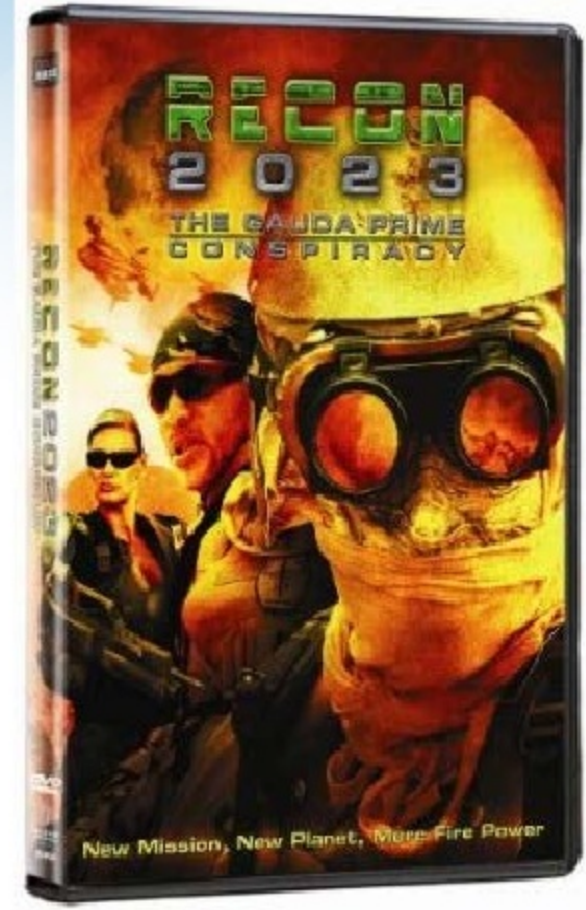
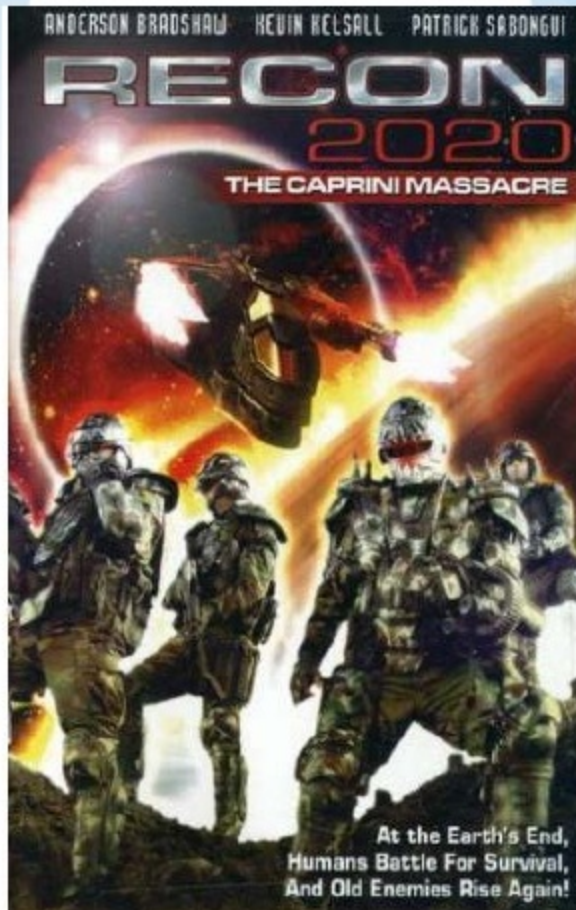
Transmedia business model



Seth Godin

“The Internet has freed us all from
the tyranny of being picked”

Christian Viel, Indie filmmaker



Canadian Superheros

Heroes of the North



Figurines



Meet-ups & Events



Samedi 28 janvier 2012





Venez rencontrer **Hornet** et les **Heroes of the North**
à la boutique L'Imaginaire de Place Laurier et
procurez-vous votre copie autographiée du comic
Hornet : Dark Origins





Shared Story World

WORLD OF DEPLETED

ABOUTCONTENTMEDIANEWSENTER



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