

### EDITO

Third countries are still facing significant development challenges.

A lot of societies on the African continent and other emerging territories are showing a growing interest in the opportunities offered by transmedia – and especially in VR -, which is supported by a strong need in the fields of communication needs such as TV, the Internet and telephone.

This Transmedia Observatory will focus on third countries. Discover with us the most interesting and creative Transmedia projects in developing countries!



## WE INTERVIEWED.... STEPHANE GAULTIER, BABA TV

*Baba TV is an example of transmedia project that aims to address social problems, trying to tackle illiteracy in francophone societies, including overseas French Territories and French-speaking countries of Africa and the Indian Ocean. We interviewed Stéphane Gaultier, the project representative.*

### What is the Baba project?

We made this alarming statement: In 2050, 750 million people will live in French-speaking areas. Among them, the literacy rate will exceed 50%. And in 2017, 97% of Africans will have a mobile phone with a basic way of use. Moreover, television is everywhere. It is very easy to install satellite dishes. By cutting these data, we decided to transform the mobile phone and television in literacy tools.



“In 2050, 750 million people will live in French-Speaking areas.

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The project consists in two parts:

- 1 A transmedia show TV
- 2 A multi-media service for mobile phones and television. The spectators will not need internet, but if they have a smartphone they will also have access to Baba TV website and its services.

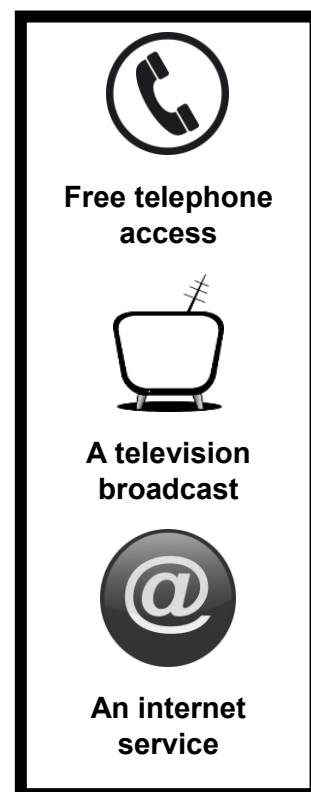
The transmedia project is a 30-minute fiction, with characters who are in trouble because they don't know how to read. Then they call Baba TV to get help and implement what Baba has taught them. When someone calls, an interactive process begins. It will work on the same server, running the TV Channel, vocal services, the web site. Spectators have exercises to solve, and learn to read and count over time.

We want to implement a free service, with a diffusion on public channels, a continued diffusion on specialized channels, and a free phone service.

#### Where will the project be developed?

The project will be tested in Mayotte (French Territory in the Indian Ocean). We want to develop it in the Antilles and in French-Speaking countries.

In the French overseas Territories, we have an agreement with France Television. For the French-speaking countries, we will negotiate with the governments. We will have to negotiate the periodic broadcast on a national channel, the integral broadcast on the Baba TV channel and a free access for the phone calls. Depending on the country, some services can be added: Internet, support, tutors, etc.



===== “The project will be tested in Mayotte. We want to develop it in the Antilles and in French-Speaking countries” =====



#### What will bring this program to the targeted countries?

The program is designed for people who dropped out of the education system, or for which no system is in place. It is not intended to replace the system in question, because it is of a different nature as a learning institution. But we have two advantages.



1 With very few tools, spectators can gain access to language and writing basics, while official institutions take a long time to set up, with expensive and complex subscription procedures. Baba TV will be usable with a great simplicity.

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“With very few tools, spectators can access to language and writing basics”

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2 This system does not fully make up for training deficiencies. But it creates a link between those who are out of the learning system, and the more traditional system. It resets the person on track.

Moreover, it targets all ages. We often talk about the high proportion of youth in African countries. These are easily identified for inclusion in a minimum educational systems. But when the individual concerned has more than 20 years, and has issues accessing basic education, there is a real problem. Here Baba TV can be of great use.

#### **Why are the targeted countries interesting markets for the development of transmedia tools?**

In Francophone Africa, Internet will grow slowly. But television and network access for mobile phone are very developed, and available everywhere. It is easy to install these tools, and to generalize them to all countries and regions concerned. You just need one day to install a parabola.

On the targeted countries, anyone can access it.

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“In Francophone Africa, Internet will grow slowly. But television and network access for mobile phones are very developed, and available everywhere. It is easy to install these tools”

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**Have these innovative tools been tested yet?  
Do you have any data?**

We will test the project through the pilot in Mayotte to make a real experience and demonstrate its impact. It will be realized in June 2016. From the pilot as a starting point, we will implement a crowdfunding in order to finance the first 30 shows.

**Is your project the first of its kind in emerging countries? How do you envision the future of education in the transmedia?**

No, as I remember, Cuba and Kenya developed a similar system, so it has already been developed. But they did not use such transmedia tools.

In 1994, a senators' report had anticipated these developments and had shown the growing willingness of viewers to be active in media programs. A language program, Victor, was even established following that report. It was a teaching method that worked on videotape. We got inspired by these evolutions.

**Finally, what can you tell us about the pilot?**

For the yet-to-be-shot pilot, the main character is a young boy who delivers coconuts. Baba TV explains to the boy how to make a multiplication, and how to go by car rather than cycling. Baba TV also helps him to count how much he owes to his boss.

## TRENDS AND TECHNOLOGICAL TOOLS

### *Maghreb. ScreenDy, The WordPress Of Mobile Apps Rolls Down The Hills Of San Francisco*

The latest digital trends show a rise in mobile usage, contrary to computer use, in decline. The young Moroccan Startup *ScreenDy* is a platform that takes into account these developments, it allows developers to create mobile applications without writing code. It recently participated in *The Arab world meets Silicon Valley*, an opportunity for MENA projects to gain visibility. *ScreenDy* is preparing its installation in Silicon Valley. It reflects the ambitious media projects in MENA region.

➤ <http://startupbrics.com/screendy-wordpress-mobile-apps-san-francisco/#.VzSV5oSLRD8>

### *Launch of the Digital Lab Africa platform!*

On June 1, 2016, the call for projects "Digital Lab Africa", a Cap Digital partner, platform was launched at DISCOP AFRICA Abidjan. It targets multimedia project actors. The site gives information on the operation and on the project categories. Candidates from sub-Saharan Africa and the Diaspora can submit their multimedia projects until August 31.

➤ <http://digilabafrica.com/>

## ...TRENDS AND TECHNOLOGICAL TOOLS



### “Is virtual reality set to take off in Africa?”

Virtual Reality is settling strongly in Africa. This alternative way of telling stories is seen as an opportunity to show the power of the continent, whose image is often distorted. The challenges are numerous for those countries, and especially to find funding, but ambitious innovation actors seem to be ready for the challenge.

➤ <http://edition.cnn.com/2015/11/02/africa/virtual-reality-africa/>

### Sensorama opens an immersive virtual reality ride in Brazil

The South American giant has welcomed a space of immersive VR. This ambitious project demonstrates the attractiveness of Brazil on innovative projects, notably in the transmedia field. The online site *Designboom* provides us with an immersion in this parallel universe.

➤ <http://www.designboom.com/technology/sensorama-immersive-virtual-reality-ride-09-21-2015/>



## LATEST PROJECTS

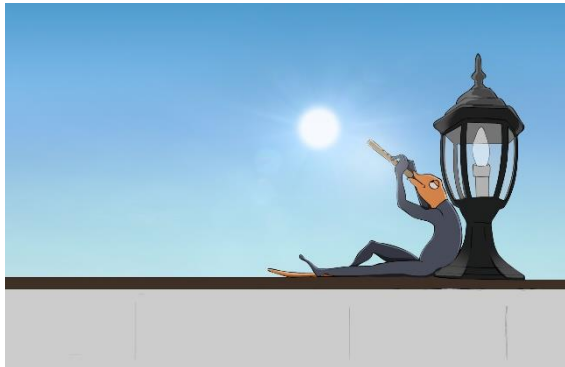
### « 18 days of Egypt ». Recording the days of the 2011 Revolution

18 days of Egypt is a collaborative project aiming at gathering images and recordings in order to document the crazy eighteen days of the 2011 Revolution. It is creating a form of collective documentary where anyone can participate so that there is a place for a collective memory of the Revolution, the police violence, but also the incredible celebration when Mubarak announced his departure. The website also collects individual stories, like a social network. An interactive and collaborative project supported by Sundance Festival.

➤ <http://beta.18daysinegypt.com/#/>



## Leap Transmedia : Learning, Education and Arts for all People, Ghana's transmedia educative program



LEAP transmedia is a project led by Florence Amerley Adu that started from the observation that youth have difficulties at school between the language they speak home and the english-speaking educational system. LEAP has built several transmedia projects : 109 Alphabet Street – a sing-along radio program and animated series teaching the basics of reading; The Sockets – a live action and digital hand puppet show featuring travel stories and real-life lessons; and Ghana's own Sesame Junction their first program focused entirely on introducing young learners to reading and writing in their own mother tongue.

➤ <https://www.facebook.com/LEAPTransmedia>

## The « Barber Show », the Webseries that documents the African diaspora in Paris

The Barber Show is the comedy Webseries that makes the spectator enter the life of a hair-saloon in Strassbourg Saint Denis, in the middle of Paris. Directed by Hughes Lawson-Body, the project has for ambition to film the lives of the african-diaspora in the cosmopolitic parts of the capital. Very funny, the webseries allows itself to talk about everything – from feminism to November Paris'attack – but most importantly to laugh about everything.

➤ <http://hugueslawsonbody.com/videos/barber-show-1-jay-z-vs-kanye/>

# TRANSMEDIA IS MOVING: SELECTED EVENTS

## The 2<sup>nd</sup> International Conference on Virtual Reality, Chinese Ambitions in Transmedia

China is known for its advance in the textile and heavy industry fields, among others. However, the country shows a will to develop its economy around innovation. The 2<sup>nd</sup> International Conference on Virtual Reality, which took place from May 20 to 22, 2016 in Chengdu, reflects the evolution of China in the innovations related to transmedia.

➤ <http://www.icvr.org/>







## DISCOP Africa Abidjan 2016



Discop Africa is an unavoidable bi-annual event for creative and television industries. During 3 days, buyers, sellers, distributors, producers, have met from 31 May to 2 June in Johannesburg (South Africa). We had the opportunity to observe the media trends and the highlighted innovations in the African continent. *[In French]*

➤ [https://tvfi.screenopsis.com/fr/evenements/presentation/fiche/300\\_discop-africa-2016\\_.html](https://tvfi.screenopsis.com/fr/evenements/presentation/fiche/300_discop-africa-2016_.html)

## BRICS Talk #2 : Les enjeux du web social en Amérique Latine #LATAM

On 11 May 2016, the *Gaîté Lyrique* organized a discussion on innovation in emerging countries. The exchanges focused on identifying how emerging economies have adapted to new technologies, particularly in the field of social media. An interesting encounter that shows the challenges of the digital evolutions in emerging countries. *[In French]*

➤ <http://startupbrics.com/bricstalk-web-social-amerique-latine-latam/#.VzSACoSLRD8>

## EXPERTS INSIGHTS

### The Netflix of Africa doesn't need Hollywood to win

Iroko is known as the Netflix of Africa. This online film distribution legal platform enjoys a favorable environment in Nollywood, the African Hollywood in Nigeria. The film and television fields know no crisis in Nigeria, and Iroko knows how to take advantage of it, since the structure plans on an expansion and can count on an amazing growth. A symbol of a promising future for online media in Africa!

➤ <http://www.bloomberg.com/news/features/2016-02-22/the-netflix-of-africa-doesn-t-need-hollywood-to-win>



## Nollywood workshop: Symbol of the media projects outpouring in Nigeria

To the question of what is the most dynamic cinema industry of the world, will you answer Hollywood? False! It is Nollywood, from Nigeria's capital of cinema. To promote Nigerian film projects, a non-profit platform was opened by the community of creation. A bright multimedia project to follow, to watch potential transmedia projects flourish.

➤ <http://nollywoodworkshops.org/>



## Nigeria: Interview with Silas Okwoche, Co-Founder Of Nerve, The African Flavor Of iTunes

The Nigerian ecosystem is rapidly growing, especially in terms of media projects. Silas Okwoche, co-founder of Nerve, the African flavor of iTunes, outlines the advantages and limits of the Nigerian business. Nigerian incubators are very effective in making visible start-up projects, and the Nigerian diaspora promotes the internationalization of these projects. But Nigerians lag behind Silicon Valley projects, which still manage to adapt products and services more effectively to public requests.

➤ <http://startupbrics.com/nigeria-silas-okwoche-nerve-african-itunes/#.VzSV84SLRD8>





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