EDITO

Transmedia is not only breaking down barriers between media platforms, it also breaks down borders.

Transnational transmedia projects are blossoming, as shown by the success of the European channel Arte.

In an exclusive interview for the Transmedia Observatory, Gilles Freissinier, Web Director at Arte Channel, shares his vision.

EXCLUSIVE INTERVIEW - Gilles Freissinier, Head Of Digital ARTE France

According to you, is there a European transmedia vision?

There is a European specificity that stands out from the American vision of transmedia. American transmedia approach serves often a marketing purpose, to promote content, as in the case of the *Marvel* universe. In Europe, it is the construction of a new universe and the content that are valorised. The marketing approach exists, but the creative aspect that invites you to discover new writings is more important.

Do you observe the development of transnational transmedia projects?

In our case, Arte tries to develop international co-productions. Several web documentaries were created within this framework. We worked particularly with the German channel Bayerischer Rundfunk, for the project "Do not track". We also worked with the Belgian RTBF channel under the project 'Happiness at Work", a tv documentary and web creation that questions happiness at work. We also developed the "Operation Climate" project within a transnational framework.

Is there a specific transmedia vision developed by Arte channel?

It is a good question. We we try to be pragmatic about the format and the subject, both in substance and form. We want to develop the best vectors to have an impact on the audience and to be understood. We want to focus on the creation of a strong story, by using digital tools. In terms of distribution, we engage more and more into a European approach, with more languages than french and german. We are now available in English and spanish

In your opinion, what transmedia challenges shall we face in the forthcoming years?

Replay causes changes in the use of creations. The use of different screens in the media will go increasing. Different ways of narration are going to emerge, but we cannot predict which way. The audience may have to participate in telling stories, but it is also possible that we are going towards a linear creation that will not require any interaction with the audience.

Can you tell us about the latest significant Arte projects, and which technologies did you use to develop it?

A major project was recently launched by Arte: the web documentary *Hors-Jeu*, an investigation about the dark side of football. Like the famous game, the audience can collect and exchange cards to discover what's behind the scenes of football.

Another interesting project developed by Arte was devoted to the science fiction writer, Philip K. Dick.*In this* transmedia project, we wanted to immerse the audience in the universe of the writer, through television, digital mediums and innovating storytelling. For instance the fiction *I, Philip;* uses virtual reality, and it is as such the first fiction in this kind in France. In parallel, we launched *Californium*, a video game that plunges us into his science fiction world. (*http://creative.arte.tv/fr/series/philip-k-dick*) *[In French]. And we also aired a documentary about the author on ARTE TV-Channel.*

We have also implemented *Sens VR*, a virtual reality game, adapted from the comic book from Marc-Antoine Mathieu(co-produced with Red Corner Society),

In a simpler framework, more linear, we also launched *Ploup*, series based on SMS exchanges. It is a humorous parody series consisting of chat conversation. You can find *Ploup* on Arte Creative platform (*http://creative.arte.tv/fr/series/ploup*) *[In French]*. This series is multi-channel and multi-application, so its transmedia dimension is strong ! Season 2 will be launched late 2016.

LATEST PROJECTS

Belgian Dogstudio, off to conquer the West!

The Dogstudio agency is multiplying prestigious partnerships across the USA, in various fields: Creative industries, cinema, media, museums, advertisement, pharmaceutical industry, biomedical… Dogstudio has worked on the digital image of varied institutions such as Cript TV or the Chicago Museum of Science and Industry. Steven Beasley, digital director of the Museum says about this collaboration: « *Reconcepting a huge museum site like ours is no small feat. Dogstudio was a thoughtful, collaborative and incredibly creative partner throughout the entire process. We couldn't be more pleased with the result!* ». *[In French]*

> *https://digimedia.be/News/fr/19475/les-belges-de-dogstudio-a-la-conquete-de-l-ouest.html*

Youtube space, a place to enrich creativity through innovative means

At the occasion of Pole Media Grand Paris "Inaugural Session Multi-Screens 2016", Sébastien Perron, Director of *YouTube* partnerships, presented the *YouTube Spaces*. Opened across the world (Los Angeles, London, Tokyo, Sao Paulo, Berlin, Mumbi, Paris and Toronto), these spaces enable the creation of local communities to tell stories and bring them to life.

> *https://www.youtube.com/yt/space/*

Brand.book, story sharing at your fingertips

The Brazilian project Brand.book is a new media and an effective platform to share stories via ebooks. Considered as a complementary screen and content empowerment to use with mobile daily habits, Brand.book has shown great success in Brazil with the TV show Hell's Kitchen. In two seasons, 28 e-books have been produced and have been entering the top downloads at cookbook categories in Apple, Google and Amazon. *[In Portugues]*

> *http://kappamakkidigital.com.br/*

LATEST PROJECTS

Innovación Audiovisual, the two years anniversary of an ambitious project boosting the transmedia universe

While the Spanish project *Innovación Audiovisual* celebrates its two years of existence, Eduardo Prádanos Grijalvo gets back on this ambitious project and its contributions to the transmedia field. This project mobilized Spanish actors to share ideas and views on various platforms, and has created the needed synergies for the emergence of new transmedia projects. *[In Spanish]:*

➤ http://www.fantasymundo.com/noticias/33954/recibido_nombres_fuego_nueva_novela_transmedia_fernando_j_l%C3%B3pez *and* http://fr.slideshare.net/eduardopradanos/innovacin-audiovisual-fluor-61368050

EVENTS

Learn do share, an event to share the innovative creations of the moment!

Learn Do Share is an annual event that brings together players or just interested people in the innovative creation, to discuss issues related to transmedia. The event took place in mid-April in Paris. The first day was devoted to activities and exchanges, and the other two days consisted in a LAB on storytelling, collaboration, and prototyping. *[In French]:*

➤ http://www.learndoshare.net/paris/

EXPERTS INSIGHTS

Transmedia disrupts for the print media

The written press is currently in crisis. New technologies that have permitted the emergence of the transmedia phenomenon are also sweeping the field of paper media. Salvador Molina explains the consequences of these evolutions on the press industry *[In Spanish]*

➤ http://www.media-tics.com/noticia/6424/medios-de-comunicacion/la-prensa-infartada-por-el-transmedia-y-el-genz.html

EXPERTS INSIGHTS

Harriet Gordon, CrossMedia Technology

Harriet Gordon investigates the condition of the crossmedia market, asking if it can bridge the gap between digital and print:

> *http://www.printmonthly.co.uk/Features/Market-Trends/4426/crossmedia-technology*

The unexpected transmedia dimension of *Minecraft*

Minecraft is not just a game, it is above all a way of learning. Barry Joseph discusses the *Minecraft* developments to reach a more and more educational dimension in recent years. From *MinecraftEdu*, through the *Minecraft Camp*, a digital learning community has grown around this universe!

> *http://dmlcentral.net/minecraft-and-the-future-of-transmedia-learning/*

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