

EDITO

The Eurotransmedia project grew up since its launch, and we want to go further! Through this Press Release, we wish we provide the opportunity for European transmedia actors, to follow, each month, significant transmedia news, such as new transmedia tools, the major projects of the month, some reflections through transmedia specialists' eyes, and relevant European calls. December was marked by the release of Star Wars VII. This event reflects the current technological boiling around artistic creations. Innovative tools are increasingly used to explore artistic universes; some creations are not anymore sufficient in themselves. This trend offers strong platforms for transmediatic creative expression.



TRANSMEDIA OBSERVATORY

December 2015 – N° 1

TRENDS AND TECHNOLOGICAL TOOLS

Dec 3 2015 Snapchat arrives in breaking news

The web site Business Insider shows how Snapchat has entered in the breaking news with San Bernardino mass shooting.

➤ <http://uk.businessinsider.com/snapchat-enters-breaking-news-with-the-san-bernardino-shooting-2015-12?r=US&IR=T>

Dec 4 2015 Development of live video market: When the new practices of listening music encounter transmedia

Video takes a central place in the world of music, through the development of transmedia platforms and the use of new technological tools while listening to music.

➤ <http://www.irma.asso.fr/EVOLUTIONS-DU-MARCHE-DE-LA>

PROJECTS TO FOLLOW

Dec 23 2015 A web documentary about The “Grand-Place” of Brussels

TV5 Monde has unveiled its Web Documentary on the Grand-Place named “Grand-place, l'autre visite” [Grand-place, the other visit], an ambitious transmedia project..

➤ <http://www.lalibre.be/culture/medias-tele/la-grand-place-de-bruxelles-s-offre-un-webdocumentaire-567afef33570b38a57c661ad>



PROJECTS TO FOLLOW

Dec 14 2015 The “Quipu” project, a transmedia documentary about forced sterilizations

The “Quipu” project was presented on December 10, during the International Day of Human Rights. This participatory and interactive documentary reveals the history of indigenous women victims of forced sterilization in Peru.

➤ <http://es.globedia.com/proyecto-quipu-documental-transmedia-esterilizaciones-forzadas>

Dec 15 2015 Tribeca and the Ford Foundation are developing a socially conscious "Transmedia" filmmaking

Both organizations have set up a fund for non-fiction, social issue transmedia projects. The three projects are currently about solitary confinement, police violence and the consequences of sexual violence.

➤ <http://www.lalibre.be/culture/medias-tele/la-grand-place-de-bruxelles-s-offre-un-webdocumentaire-567afef33570b38a57c661ad>

Dec 16 2015 President Frank Underwood launches his reelection campaign for the Season 4 of House of cards on Netflix

The Netflix marketing team proposes to continue the series experience through an innovative transmedia device.

➤ http://www.huffingtonpost.com/entry/frank-underwood-campaign-ad_5670e7c2e4b0dfd4bcbfeab0

Dec 3 2015 Pompidou Center launches "My Eye", a video web series for children

The Center has launched the project available on tablets, smartphones, and on the Center's website. Completely free, it permits to introduce contemporary art to children from 5 years old through a transmedia experience.

➤ <http://www.club-innovation-culture.fr/centre-pompidou-mon-oeil-web-serie-enfants/>

Dec 22 2015 “Le dernier Gaulois” [The last Gallic] – “Mémoire d’un Guerrier” [Memory of a warrior], an interactive comic

“Mémoire d’un guerrier” is an interactive comic that extends the diffusion of the animated docu-drama “Le dernier Gaulois”; it reflects the current transmedia evolutions.

➤ <http://www.therabbithole.fr/tele/le-dernier-gaulois-memoires-dun-guerrier/>



INSPIRATION: IDEAS AND INTERVIEWS

Meeting with Gilles Freissinier, who speaks about the new “Arte” web pole projects

During an interview with the Director of the “Arte” web pole that became a key figure of Webcreation, we learn more about Webcreation and the projects of the channel.

➤ <http://www.celluloidbeatz.com/fr/poleweb-arte/>

Discussion with Pierre Cattan, figure of transmedia production

The magazine Celluloid Beatz have met Pierre Cattan, and discussed its transmedia projects and its various commitments.

➤ <http://www.celluloidbeatz.com/fr/pierre-cattan-producteur-transmedia/>

Dec 15 2015 "Star Wars", a witness to the transmedia revolution

The media theorist Henry Jenkins considers that the success of the saga comes from its ability to change the way we view entertainment; Star Wars knows well how to exploit the "transmedia storytelling".

➤ http://www.lepoint.fr/dossiers/culture/star-wars-7/star-wars-et-la-revolution-du-transmedia-15-12-2015-1990081_2635.php

CALLS & FUNDS

Horizon 2020

Horizon 2020 is the European Union Research and Innovation funding instrument for the period 2014-2020 with an overall budget of nearly € 80 billion.

H2020 offers several interesting funding opportunities for Eurotransmedia and the related topics (big data, platforms, augmented reality, gaming and gamification).

The most relevant H2020 work programmes are the following:

- *Leadership in Enabling and Industrial Technologies – Information and Communication Technologies (Pillar II: Industrial Leadership)*
- *Europe in a changing world - Inclusive, innovative and reflective societies (Pillar III: Societal Challenges)*



Horizon 2020

Other possible opportunities for funding and networking activities are represented by:

- **COST (European Cooperation in Science and Technology) actions**

Possible ongoing actions relevant for the project could be:

➤ [IC1206 | De-identification for privacy protection in multimedia content | 26 March 2013 - 25 March 2017](#)

➤ [IC1105 | 3D content creation, coding and transmission over future media networks \(3D-ConTourNet\) | 22 May 2012 - 21 May 2016](#)

- **EIT Digital (European Institute of Innovation and Technology)**

An interesting opportunity for the SMEs is represented by the [SME Instrument](#). It is a type of action of H2020 program specifically designed for Small and Medium-sized Enterprises (SMEs) that are EU-based or established in a country associated to Horizon 2020. The SME instrument offers business innovation support under the section Societal Challenges and the specific part Leadership in Enabling and Industrial Technologies (LEIT).

Creative Europe

[Creative Europe](#) is the European Commission's framework program for support to the culture and audiovisual sectors (including film, television, **video games** and **multimedia**), replacing the previous 2007-2013 Culture, MEDIA and MEDIA Mundus programs. Creative Europe started on 1 January 1st, 2014 and will be implemented till December 31st, 2020. It has an overall budget of 1.46 billion euro, 9% higher than the previous programs, and it is open to cultural and creative organisations both from EU and non-EU Member States.

The **sub-program MEDIA** focuses on the **audio-visual sector** and includes development, distribution, or access to audiovisual works, activities to build the skills and capacities of audiovisual sector professionals.

Erasmus +

[Erasmus+](#) is the EU Programme in the fields of education, training, youth and sport for the period 2014-2020. The Programme has an overall indicative financial envelope of 14.774 billion EUR under Heading 1 and of 1.680 billion EUR under Heading 4 of the EU Budget for the seven years (2014-2020). Overall, the Programme supports actions, cooperation and tools consistent with the objectives of the Europe 2020 Strategy and its flagship initiatives, such as Youth on the Move and the Agenda for new skills and jobs.

Erasmus + could finance the JAP Action 6 "Creation of a Master in Transmedia".



Follow us :

<http://www.eurotransmedia.eu/>

[@Eurotransmedia](#)

<https://www.linkedin.com/grp/home?gid=7450407>

Contact :

Joséphine Rohner

European Projects Manager

Tel. +33 (0)1 40 41 74 97

josephine.rohner@capdigital.com

Cap Digital, Business Cluster For Digital Content and Services