

### EDITO

Take a look back at the transmedia event held at the occasion of the Mons International Love Film Festival in Belgium.

Apart from the movies screenings and exhibitions, the event helped raising the issue of the transmedia integration in the cinema field.

### Mons International Love Film Festival, Transmedia workshop

#### The challenge of mixing transmedia and cinema raised during the Festival

From the 19th to 26<sup>th</sup> of February 2016, the city of Mons (Belgium, Wallonia) hosted the Mons International Love Film Festival. At this occasion, Hainaut Cinéma and TWIST Cluster organized a Transmedia workshop to showcase Walloon Transmedia best practices and case studies.

One of the speaker, Gilles Bazelaire, responsible for transmedia communication among Dogstudio, underlined the growing importance of transmedia in the cinema and series worlds and particularly in Wallonia region, which is rich in transmedia resources. However, he stressed the fact that the sector is not enough opened for innovative products; as transmedia is still not enough known among the film professionals.

<http://www.fifa-mons.be/fr/autres-conf-rences>

## TRENDS AND TECHNOLOGICAL TOOLS

### A scan of your body to create an avatar

IBM is currently working on a virtual MMO scan that will update virtual reality. Our body will be scanned to create a 3D character at our image, in the game called *Sword Art Online: The Beginning*. This online virtual reality game will also use tools allowing our body to interact with the virtual world. The game is at an early development stage, but should be soon available in Tokyo.

➤ <http://www.theverge.com/2016/2/23/11098820/sword-art-online-virtual-reality-mmo-ibm>



## TRENDS AND TECHNOLOGICAL TOOLS

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### BBC R&D lab imagines the next cutting edge technologies

In this video, the BBC R&D lab is propelling us into a near future and imagines the changes in our media consumption.

➤ <http://www.therabbithole.fr/tele/quand-le-labo-de-rd-de-la-bbc-imagine-les-usages-de-demain/>

### Transmedia, the future for digital media marketing

With the expansion of internet, and new consumer habits, transmedia is the future of digital media marketing. This article from plugmysocial details the 4 steps for successful transmedia marketing:

➤ <http://www.plugmysocial.com/4-steps-to-transmedia-marketing/>

## LATEST PROJECTS

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### « Californium »

Californium is an exploration game proposed by Arte, in which the player becomes Philip K. Dick, author of science fiction who died 30 years ago. This original transmedia experience takes us into the futuristic world imagined by Philip K. Dick, through three recurring elements of his work: the paranoid characters, worlds that are derailing and manipulative entities. This project proposes to cross writer novels universe with an online video game incorporating virtual reality.

➤ <http://californium.arte.tv/en/#/>



### The possible creation of a transmedia franchise by Hideo Kojima

The creator of Metal Gear Solid is about to create a transmedia franchise in partnership with Sony in order to mix his passion for video game with his fascination for series and movies.

➤ <https://www.vg247.com/2016/02/22/hideo-kojima-wants-to-create-a-transmedia-franchise/>

## LATEST PROJECTS

### « Dreams of Dali »: When virtual reality meets art

What are the links between Salvador Dali and Walt Disney? Discover this virtual reality reconstruction of the Dali painting, called "Archaeological Reminiscence of "Angelus" by Millet". Using a virtual reality helmet, the spectator wanders in the 3D painting. *[In French]*

➤ <http://www.therabbithole.fr/culture-et-musees/dreams-of-dali-la-realite-virtuelle-au-service-de-lart/>



### « Elocuente »

Elocuente is a transmedia project for "coffee" lovers! Using documentary, photos, radio, music, maps, and more, this platform crosses multiple tools to experience coffee in new ways. *[In Spanish]*

➤ <http://caav.mx/transmedia/elocuente/home/>



## LATEST PROJECTS

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### The Phoenix incident is back through a transmedia film

*The Phoenix incident* investigates mysterious events that occurred two decades ago, in the Arizona skies. Different media are crossed and boundary between fiction and reality is fading.

➤ <http://www.usatoday.com/story/tech/news/2016/02/29/transmedia-film-explores-phoenix-incident/80983058/>

## EXPERTS INSIGHTS

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### Deadpool is a case of successful transmedia marketing strategy according to Mark Gander

In the framework of *Deadpool* movie advertising, marketers have used all the social media platforms possible. Thus, they created a narrative process that immerses consumers in a unique experience!

➤ <http://giraffesocialmedia.co.uk/why-deadpools-transmedia-marketing-is-epic/>



### Taylor Mallory Holland outlines the storytelling techniques of Oscar nominees

Taylor Mallory Holland offers a reflection on how the Oscar nominees have increasingly appropriated transmedia codes. The Cohen Brothers, Alejandro Gonzalez Inarritu with *The Revenant*, or Pete Docter have in common the creation of a strong connection with the public during the elaboration of their work, and have therefore broken the traditional media boundaries. More details in the article:

➤ <http://www.skyword.com/contentstandard/art-of-storytelling/storytelling-techniques-from-2016-oscar-nominees-what-content-marketers-can-learn/>



## EXPERTS INSIGHTS

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### Transmedia and series: The differences between France and the USA according to Cécile Blanchard

French journalist exposes the distinctions between France and the United States in the transmedia and TV series world. In the USA, the use of transmedia to accompany the series is very common, and it is often part of a promotional purpose. In France, these devices are increasingly used but they rather serve as a platform for additional devices, creating a new world that abolishes the border between the real and the virtual. The Arte broadcasting channel has become a specialist in the field! *[In French]*

➤ <http://meta-media.fr/2016/03/06/transmedia-et-series-tv-en-france-utilisation-distincte-des-usa.html>



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