EDITO

Get an overview of the leading transmedia event "Forum Blanc", held in Annecy (France) from the 13th to the 15th of January 2016.

Discover latest innovative and inspirational transmedia projects !

KEY TRENDS

The Forum Blanc is an annual brokerage event taking place in January in Grand Bornand, France. From the 13th to the 15th of January 2016, more than 200 transmedia professionals shared latest news and projects. Here is an overview of the main outcomes of the 3-day event:

- **Stakes of TV transformation are more visible and more urgent**

New consumption frontiers were at the heart of most presentations. From the growing power of instant messaging apps and 360 video, to the rising questions regarding artificial intelligence and its potential applications! Immersion was also the key word of the event: from binaural listening to virtual reality, enabling the abolition of frontiers between the image and the viewer. Eric Scherer, Director of Strategy and Foresight at France Télévisions, gave a very well received keynote on key trends of the sector, such as the emergence of new indicators to take into account impact and reach, of millennials behaviors to become an upcoming norm. There is less distinction between streaming, video on web and television. Major stakes of broadcasters will be to integrate notions of context and find a balance between editorial programming, social and algorithmic recommendations. Also on the menu were new formats: e-sport, social and interactive newsrooms… and the creation of data teams within channels, resulting in a better knowledge of the audience and therefore better monetization. To find more about this presentation and some accounts of the event, you can visit The Rabbit Hole (In French).

- **What's new regarding transmedia business models?**

Unsurprisingly, various debates focused on the best ways to build sustainable business models. From an exploration to an exploitation logic, meaning learning to keep coordination costs under control, adopting a multifaceted model, and properly engaging users. Several success cases were presented to illustrate these approaches: Vidcoin regarding multifaceted models, Trackmania and SoundHunters for the engagement and qualification of several audience groups.

- **Virtual reality: everywhere and in different facets**

Some projects presented were full VR. Accessibility, multisensorial experience, and interactivity were the main adjectives used to describe them. Desktop and latest devices pro and cons have been reviewed. France TV announced the ongoing development of a web audio API that would enable the "binauralisation' of web contents straight from the browser. However, most speakers pointed out that existing distribution channels were far from ready. Some new channels might therefore arise in the short term.

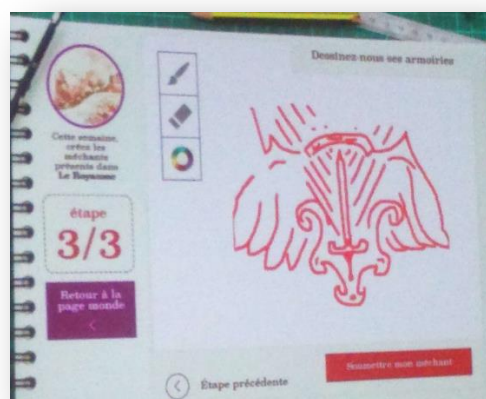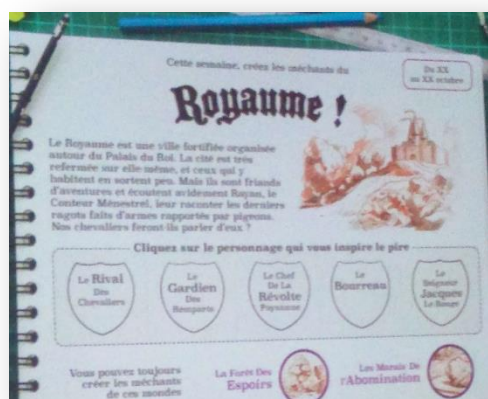# LATEST PROJECTS

« Wei or Die »

Wei or Die is an interactive fiction presented by the production companies Résistance Films, Cinétévé and the director, Simon Buisson, during the event. Wei or Die takes place during an integration weekend that takes a dramatic outcome. This story is supported by the REALTIMELINE interactive tool developed with the agency Keblow; where the users can choose the angle and chronology to discover and explore it. The project took three years to develop, going through several stages to notably improve its interactive character. Its diffusion model is also interesting to highlight, as it was a France TV co-diffusion with Konbini and Madmoizelle, popular websites among youngsters in France, enabling a strong audience reach. *[In French]*

> ❯ *http://wei-or-die.nouvelles-ecritures.francetv.fr/*

« Pigeons & Dragons »

This stop motion series broadcasted by Arte immerses us in a medieval world, following the adventures of three very special characters. Their goal is to gain glory by making a buzz on the "social network" of that time: pigeons. During the presentation, producers from the Blogothèque productions detailed the participatory approach. They received more than 1300 contributions, in the form of text or drawings. Fans were invited to design the sets and characters to integrate it to the episodes. Successful participants could benefit from a very motivational bonus: a 3D printed version of the character they helped to design! For more information: *[In French]*

> ❯ *http://www.therabbithole.fr/transmedia-2/forumblanc-pigeons-dragons/*

LATEST PROJECTS

« Ministerio Del Tiempo »

An impressive fan community participates to this show broadcasted by TVE in Spain. To be noted among the transmedia scheme, the regulatory animation of an exclusive Whatsapp group in which around 10 spectators are invited each time to play games adapted to the instant messaging app.

➤ *http://www.forumblanc.org/edition-2016/programmee/contenu:rdv-200000301956*

« The enemy »

Through this project, Karim Ben Khelifa gives voice to the soldiers, and thus confronts the points of view of "enemies" in various conflicts (Israel-Palestine, Congo, and Korea or El Salvador). For this, virtual reality was used at the service of journalism and storytelling, as Chloé Jarry from the Camera Lucida production company explained at the Forum. It thus breaks with the image of war as we know it and invites users to experience stronger engagement and immersion. Next steps of the projects are to develop a multi-user version and to advertise the project among NGOs and institutions looking for new awareness campaigns formats.

➤ *http://theenemyishere.org/*
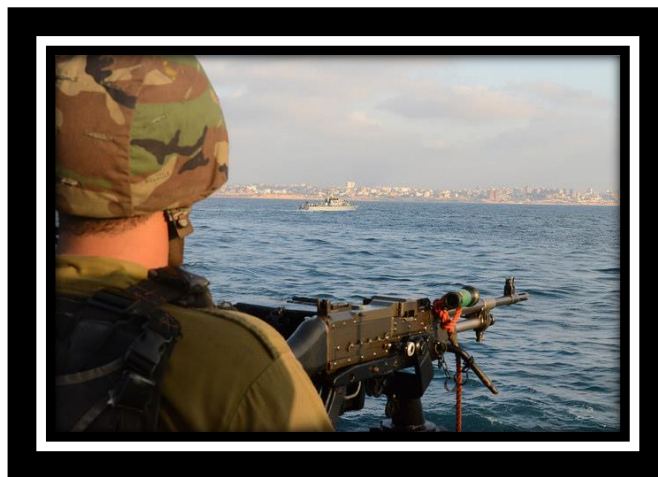
« I, Philip »

This film is the story of an android which got implanted the memory of the American science fiction author, Philip K. Dick; we discover there his story. Entirely designed for virtual reality, the film is a fiction thought for new forms of distribution. *I, Philip*, plunges us into the skin of Phil, a robotic copy of Philip. In proposing to blur the line between human and robotic, the film asks: "Where the Human ends & the Machine Begins?"

➤ *http://creative.arte.tv/fr/episode/i-philip*

« Urbance »

Some lines from the Urbance website: "In the crumbling inner city, sex kills. The urban landscape is split in two — men on one side, women on the other— opposing each other. COEVO seems to be the only hope: a government medical treatment developed to cure every single citizen except that those wearables haven't produced the expected results yet... ". Urbance is a very good example of a successful crowdfunding campaign. For instance, "ambassadors" that gave 300 dollars through Kickstarter were integrated as characters in the animated series! Its business model, Free2play, offering gameplay facilitator tools, is also interesting to highlight. Finally, Urbance team is working with the Eurotransmedia consortium within the action regarding key indicators.

➤ *http://steambotstudios.com/urbance/*

EXPERTS INSIGHTS

Eric SCHERER, Director of "France Télévisions" Strategy and Foresight, presented major issues of the TV transformation during the "Forum Blanc" keynote:

According to the Transmedia specialists, digital is a new media that leads to new challenges for traditional TV : Young people deserting television and therefore new competitors for television, raising of customized and on demand TV, need to create a culture of innovation in order to establish new business models .. For more information, here is a video of Eric Scherer intervention during the "Forum Blanc": *[In French]*

➤ *https://vimeo.com/152616042*

Roman GANDIA, Bernard LECA and Charles-Clemens RÜLING, three Innovation Management Teachers in Business Schools, about: Make money with transmedia, what business models?

How transmedia could move from a logic of exploration to a logic of exploitation? Roman GANDIA, Bernard LECA and Charles-Clemens RÜLING concluded that to be apprehended, the transmedia world should: integrate cost-benefit approaches depending on the complexity of the project, adopt a multifaceted model and engage the audience to the creation. Below, please find the link to the presentation of the conference. *[In French]*

➤ *http://www.forumblanc.org/forum-blanc-2016/programme:en/content:rdv-200000301929*

Marie France Zumofen, from the Gobelins School, presents the R / O Institute

Marie France Zumofen (Gobelins, French animation school) presented a new initiative called R/O Institute: a condensed form of training, laboratory and artistic residency centre, born from a Media Participations Group project. More information to be found in the link below: *[In French]*

➤ *http://www.therabbithole.fr/edition/forumblanc-ro-linstitut-emulateur-de-heros-et-projets-transmedias/*

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