

EDITO

Transmedia is increasingly spreading across sectors and borders. From Virtual reality to Artificial Intelligence, have a glimpse of April's headlines!

Not to be missed: Pole Media Grand Paris B2B event & TWIST interactive Transmedia stakeholders' catalogue!



Take a look back on Transmedia B2B, event held by Pole Media Grand Paris

Each year, Pole Media Grand Paris organises a BtoB day to promote partnerships, develop various skills, sell benefits and find new talents.

This year, the BtoB day, held on March 18, 2016 in the premises of the MSH Paris Nord, was dedicated to transmedia sector and gathered over 160 participants including the Swedish Cluster Media Evolution.

Later on, the Open Innovation Lab **Lab-O** has selected 8 projects to be supported by ones of the best transmedia experts:

- ***Ikwal*** by Daily Life – coach: Joanna Szybist
<http://dailylifestories.squarespace.com/ikwal/>
- ***Poliphonic dreams*** by Flach Films - coach : Romain Bonnin
<http://www.flachfilm.com/>
- ***Road Fukushima*** by Kami Productions - coach : Marc Guidoni
<http://www.kamiproductions.fr/>
- ***Syria Calling*** by La Jolie Prod – coach : Matthieu Buchsenschutz
<http://www.lajolieprod.com/#!/projets-en-developpement/j8hmv>
- ***Traits de caractères*** by Les Films du Square - coach : Camille Duvelleroy
- ***Alteration & Blackroad*** by OKIO Studio – coach : Michel Reilhac and Christilla Kann
<http://www.okio-studio.com/#!/works/2-black-road.html>
- ***Metrocosmos*** by Tryclope – coach : Anne Bouisset
<http://www.tryclope.com/>



TRENDS AND TECHNOLOGICAL TOOLS

The #Catquarium

Launched on Youtube's 360° video platform, this cat video offers a 2-hours virtual reality experience in a San Francisco's KitTea cat café, even without VR Headset. Let's go behind the scenes with Michael Morgenstern and discover how this video was made:

➤ <http://nofilmschool.com/2016/03/360-degree-video-cat-cafe>



BBC transmedia strategy

The R & D team from the BBC British channel is working on a new information consumption process aiming at breaking the traditional canals of communication such as television or audio, through a transmedia approach.

➤ <http://thenextweb.com/media/2016/03/09/bbc-r-and-d-object-based-media/?curator=MediaREDEF>

Hollywood & Virtual Reality

The film industry borrows the codes of video games to immerse and engage its audience.

➤ <http://abcnews.go.com/Entertainment/wireStory/hollywood-learns-storytelling-language-vr-37576777>



TRENDS AND TECHNOLOGICAL TOOLS

Netflix for kids!

The world largest private toy company, MGA Entertainment, has chosen Netflix to launch the premiere of its newest kids' show. For the first time, it skipped Saturday Morning TV, to focus on the online video platform.

- <https://www.washingtonpost.com/news/the-switch/wp/2016/03/28/netflix-is-coming-for-your-kids/>

Drone Cinematography

Drone technology increasingly seduces filmmakers. The infatuation is such that a new festival - The New York City Drone Film Festival – is fully dedicated to the art of using drones for cinematography.

- <http://www.psfk.com/2016/03/drone-technology-new-york-city-drone-film-festival-drone-cinematography-storytelling.html>



LATEST PROJECTS

Toska, Procedural narrative AI engine

Designed by Canadian developer Evodant Interactive, Toska is a new "procedural AI narrative engine" which allows the user to create his own story. By combining the story, AI and gameplay, Toska observes the players' behaviors and tailors the game to their actions.

- http://www.gamasutra.com/view/news/268926/How_one_studio_is_building_game_AI_to_replicate_a_human_storyteller.php

LATEST PROJECTS

Dada Transmedia

At the occasion of the Dada movement centenary, Voltaire Cabinet has created an exceptional transmedia project in which spectators can travel through diverse documentations, by digging into an interactive platform *[In French]*

➤ <http://www.dada-data.net/fr/>

Transmedia made in Wallonia, an interactive Transmedia stakeholders' catalogue

In partnership with the ICT cluster INFOPOLE, Twist cluster launched *Transmedia made in Wallonia*, a unique interactive catalogue which inventory transmedia actors from Wallonia Region (Belgium). With an innovative style, this platform provides clear and essential information on the transmedia ecosystem.

➤ <http://transmedia.twist-cluster.com/>



“Can Quantum Break redefine transmedia gaming on Xbox One?”

One of the first Xbox One games announced, Quantum Break, promises to "blur the line between television and gameplay". A combination of game and TV series that allows the players to see the consequences of their actions from several perspectives.



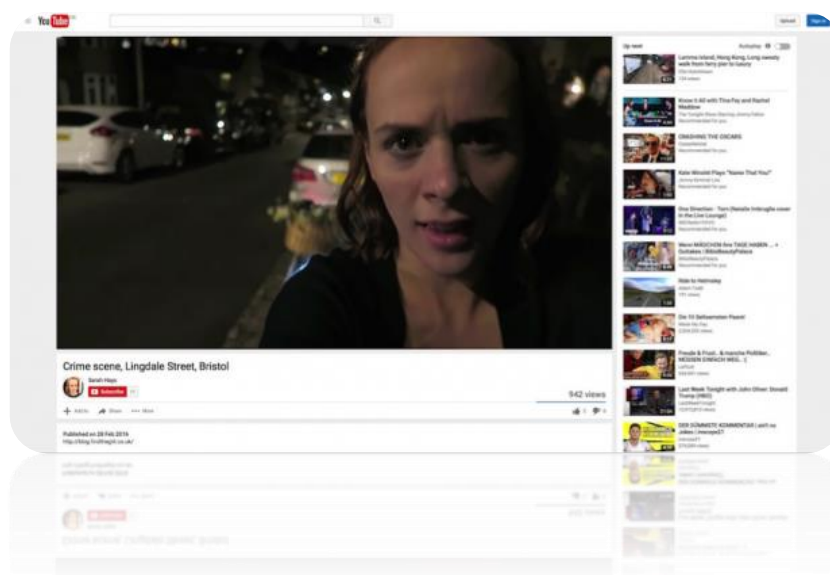
➤ <http://www.dealspwn.com/quantum-break-details-finally-break-cover-remedys-xbox-exclusive-redefine-transmedia-gaming-164558>



LATEST PROJECTS

Inside BBC Three's transmedia campaign ahead of the Thirteen premiere

Late February, BBC launched the premiere of its drama *Thirteen*, the first project of this kind since the Channel is entirely online. This series deals with the story of a thirteen year old girl, abducted by a kidnapper. At the same time, the BBC Channel launched a transmedia campaign named *#FindTheGirl* a transmedia project that invites viewers to step into the world of Thirteen, where another young girl has been taken and they can help save her by joining the investigation.



➤ <http://www.thedrum.com/news/2016/03/10/inside-bbc-threes-transmedia-campaign-ahead-thirteen-premiere>

EXPERTS INSIGHTS

Marianne Lévy-Leblond, "We are dealing with incredibly rich possibilities of storytelling and experiences"

Marianne Lévy-Leblond, Head of Web productions and Transmedia Projects at Arte France emphasizes the importance of web creation for Public Service Media, and how the wide range of web possibilities allows to create differently. *[In French]*

➤ http://www.rtbf.be/webcreation/actualites/detail_marianne-levy-leblond-on-a-affaire-a-d-incroyablement-riches-possibilites-de-narration-et-d-experiences-en-constante-evolution?id=9240533

EXPERTS INSIGHTS

Teo Melchishua, Producer and Transmedia artist

The transmedia filmmaker, producer and artist, Teo Melchishua presents his company, Visual Jazz, specialized in film/video projection and content design, music videos, projection mapping, visual branding and soundscapes for corporate, theatrical, performing arts venues.

- <https://artlivesheremd.wordpress.com/2016/03/24/meet-teo-melchishua-producer-transmedia-artist-at-visual-jazz/>





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This project has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement n° 319964