

Notes from the talk on

The **Lexicon** of Transmedia

Saint John Walker, head of development, Skillsset.

Transmedia is taking a media property and extending it into another medium. All too often characterised by adding interactivity around the edges of a non-interactive product. Often ill-conceived.

Often seen through the prism of extending brands. Pokemon?

"We are at a moment of transition between two very different modes of thinking. For the last five centuries, ever since Gutenberg's printing press made book reading a popular pursuit, the linear, literary mind, has been at the centre of art, science and society."

Nicholas Carr, The Shallows

Disruption: innovation that creates a new and unexpected market by applying a different set of values (eg Harmonix- music console games, or Google, monetising search)

Old world view of Transmedia was that it was about forcing a media product down channels not designed for it. Compressing films. Making games to advertise films.

But each channel changes the original media in some way.

Convergence

The single data stream

The 'borders of an industry'

Media forms available through different devices

We all use the same software

We all leave behind metrics

Divergence

Multiple screens, multiple outputs

Context of consumption- lean forward, lean back, linear/interactive

Media forms viewed in different contexts

TV Disruption:

TV was a public utility: all you needed was a TV set. Nowadays there is a bewildering plethora of service offerings and tariffs, release windows and other restrictions. The product is fragmented, confusing and overpriced. Piracy offers an easy alternative.

The average European viewed more than a dozen hours of TV a week in 2009, nearly an hour more than 2004. But Television is increasingly background. We media multitask. A huge overlap between TV and web surfing. 42% of the most ardent TV watchers were also most avid websurfers (30 or more hours online). In 2001 Americans were asked which they would give up- Internet or TV. 72% said internet. In 2010 48% with 49% saying TV.

Internet video will be 60% of consumer traffic by 2013 (approx. 30% in 2009). Youtube streams 1 billion clips a day. A typical European adult was online 8 hours a day in 2009, up 30% since 2005. Twenty year olds were 12 hours. The average US teen received 2,272 texts a month.

Video Disruption:

The Death of Blockbuster. Late fees were unpopular.

The business was based on Atoms (DVDs, VHS). Inconvenient.

Along came NETFLIX- an internet 'information' business- it got to know it's customers and could suggest other movies. It even sponsored a competition to build a better recommendation engine.

Incorporated social aspects- can recommend films to friends.

Netflix has also got relationships to DVD manufacturers etc.

Netflix now moving into original content: bought Kevin Spacey's House of Cards (26 episodes, outbidding HBO)

Has 20 million paying customers.

Digitisation has led us on a trip

Accessibility and ubiquity (copied many times)

Long tail (less distribution costs) disparate niche markets

Software price downwards led by Open Source

User Generated Content

Connectivity Web 2.0

Rich Interactivity

Social media means Collaboration is possible

Sharing trumps ownership.

DISRUPTION: FILM

DVD sales dropping. Fewer and fewer people want to own media. They'd prefer to borrow bits than own atoms. Because they value convenience- to consume wherever and whenever they want. They also want the option to create, modify and comment on their media experiences.

The Short as the dominant culture form. 20 hours of new stuff on YouTube every minute. That's like Hollywood releasing 110, 000 new films every week.

People want the opportunity to interact and experience film like they do other media.

Fans become producers <http://www.starwarsuncut.com/profile/11420> What's in it for George? Community engagement, marketing for the real films.

Film Producer Jerry Bruckheimer, Hollywood Pirates of the Caribbean franchise "We are in the entertainment business. We will entertain you in the theaters, on TV, and on your games platforms"

Film franchises- do any work. But isn't the point that Films are getting more like games? Levels, Boss characters, superhuman actions.

DISRUPTION: ANIMATION

Animation- Crowd funding

<http://www.indiegogo.com/Creamers-Animated-Short>

<http://www.kickstarter.com/projects/towing/towing?ref=spotlight>

Ultimate Transmedia: Pokemon. Game, TV Show, Franchise. Moshi Monsters next?

“When the Net absorbs a medium, it recreates the medium in its own image. It injects the mediums content with hyperlinks, breaks up the content into searchable chunks, and surrounds the content with the content of all the other media it has absorbed. All these changes in the form of the content also change the way we use, experience and even understand the content....as the net expands other media contract” Nicholas Carr.

MOBILE DISRUPTION:

MESH by Lisa Gansky.

As mobile and social media grow, businesses are starting to exploit. We buy services, not things. We rent. Gaining convenient access to goods means we don't need to own them! (Lawn mower, power tools, car)

Locative Media means many 'hire' businesses are becoming Information businesses.

Tracking assets and getting info on users. Zip Car- an information business that just so happens to rent cars.

Social networks and the power of recommendation, 'likes'.

Personalisation: cars have names, book out your favourite.

OpenTable App: tells you where the nearest restaurants are, you can book online, choose from menu, get directions. It can also offer you meals it knows you like. If you trust it's convenience, what else might it offer? Where have friends gone afterwards?

New Value Chains are being created. Traditional models of client - agency and manufacturer - distributor are being eroded.

New technologies and their applications are driving changes across markets and whole industries. We become Users and Producers not Consumers

NETWORKED DISRUPTION

New young users bring a new culture and can be harnessed: There are hundreds of digital and physical communities who share their technical knowledge, problems and solutions with each other.

Gamification and Play culture, Nudge, Reward, Mobility, Convenience over quality, Sharing, UGC: audience are active. They can act as your agents, evangelists, and distributors

Atoms **and** Bits (Nicholas Negroponte "Being Digital")

The nature of risk Where distribution, manufacturing and marketing costs would have halted many innovations in the past, new platforms, new tools and new services have been established, eliminating many of the scale barriers inherent within developed markets.

COPYRIGHT DISRUPTION

IP: confusion in cut and paste world, how can IP flow through different instantiations

<http://www.kickstarter.com/projects/1850676295/mimi-and-eunices-intellectual-pooperty-minibooks>

<http://blog.ninapaley.com/2009/12/15/minute-meme-1-copying-is-not-theft/>

The creative industries are experiencing what many other markets have experienced - that the 'middle ground' is being squeezed, and success lies at the extremes of the market in low value, high volume and high value, small volume offers.

GAMIFICATION DISRUPTION

Build an experience. Based around capturing data about users. This can be used to persuade, reward and nudge. We capture stats about sports, (the football leagues) why not games/media?

Games designers are experts at leveraging human desires, incentivising, guiding the player. Apply that to real life.

<http://www.youtube.com/watch?v=MCfUFpZUk6s>

Earning and Burning- how do people spend? Peer Pressure is powerful incentive as is the Clock.

Companies often miss the point of Gamification. Play culture. Using Game mechanics to improve a business process or online experience. Rewarding users for doing what you want them to do. It is not about making games- not about applying the best bits of games to other media. Its using psychology to encourage behaviour you want. AKA 'Pointsification'.

DISRUPTION: VIRTUAL CURRENCY

We already pay for virtual value- we don't just buy the cheapest Jeans, or Car. We love rewards. Power of free- there seems to be no downside and human beings hate loss!

NBC The Office site. They pay everyone in Schrute bucks for content- some up with a mission statement for your branch. You can decorate your virtual desk. There is a leader board. The website is maintained by the users! <http://www.dundermifflin.com/>

LAST WORDS

This generation is growing up with Personalisation, Interactivity, and Collaboration. The rush is for linear media owners to turn viewers into producers. Share some IP. Make communities.

For every desktop computer there are now 10 mobile devices. Mobile phones outnumber toothbrushes 2 to 1 globally!

A booklist?

[Convergence Culture: Where Old and New Media Collide](#) by [Henry Jenkins](#)

[The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms](#) by [Nuno Bernardo](#)

MESH Lisa Gansky

Macrowikinomics: Rebooting business and the world Don Tapscott, Anthony D. Williams

Changing the Game: How Video Games Are Transforming the Future of Business (paperback)
http://www.amazon.com/Changing-Game-Transforming-Business-paperback/dp/0132171473/ref=tmm_pap_title_0

Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions
[Paperback] [Dan Ariely](#)

Influence: The Psychology of Persuasion (Collins Business Essentials) [Paperback]
[Robert B. Cialdini](#)