Chapter 17

Stories and Games Take place in Worlds

There isn’t one medium to get connected to the fictional world. We need develop ways that can take us and connect user with these fictional worlds. One of the prime examples is world of Pokémon. It is the most successful transmedia world of all time. Pokemon games remained top sellers for ten years. It began as a game for the Nintendo Gameboy system. Users got to learn about the main theme from the game. It was later switched to anime adaptation which engaged more users to play the game and get into the world of Pokemon. Users were able to relate more to the characters journey and more detailed version of gameplay. They learned better understanding of the game and its rules. After this Pokemon released its power related card collection. Users got more excited to collect these cards and it was another way to get into the world. The more gateways more users will be able to understand and rekate to the game at deeper level. Such worlds make real fans of a game that not only play it but feel it. We may keep a toy of our favorite character that remind us of its world, such way games build strong connections with their users. Successful transmedia worlds exert a powerful effect over fans. It Is almost as if the world becomes a sort of personal utopia that they fantasize about visiting. Solid transmedia worlds continue for a surprisingly long time. Superman appeared over seventy years ago, similarly we have many examples of such exciting transmedia worlds such as Sherlock, Harry potter, Star trek etc. Even the biggest animation creating company Disney created real tourist attraction sights known as Disneyland which is another gateway into the world of it films.

These transmedia worlds do not remain constant and changes with time, they evolve. If we take example of Sherlock holmes, which exists for more than hundred of years, we think of him in his trademark deerstalker cap and oversized calabash pipe. But these things are not mentioned in the text of sherlock books. These things were made popular by actor who played sherlock in a play which evolved over time. Following things make transmedia worlds successful:

1. They tend to be rooted in a single medium
2. They are intuitive
3. They have creative individual at their core.
4. They facilitate the telling of many stories
5. They make sense through any of their gateways
6. They are about wish fulfillment

The lens; How is my world better than the real world? Can there be gateways to my world? How they differ? How do they support each other?