

Transmedia Production

Course Overview

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Complex Projects = Complex Audiences

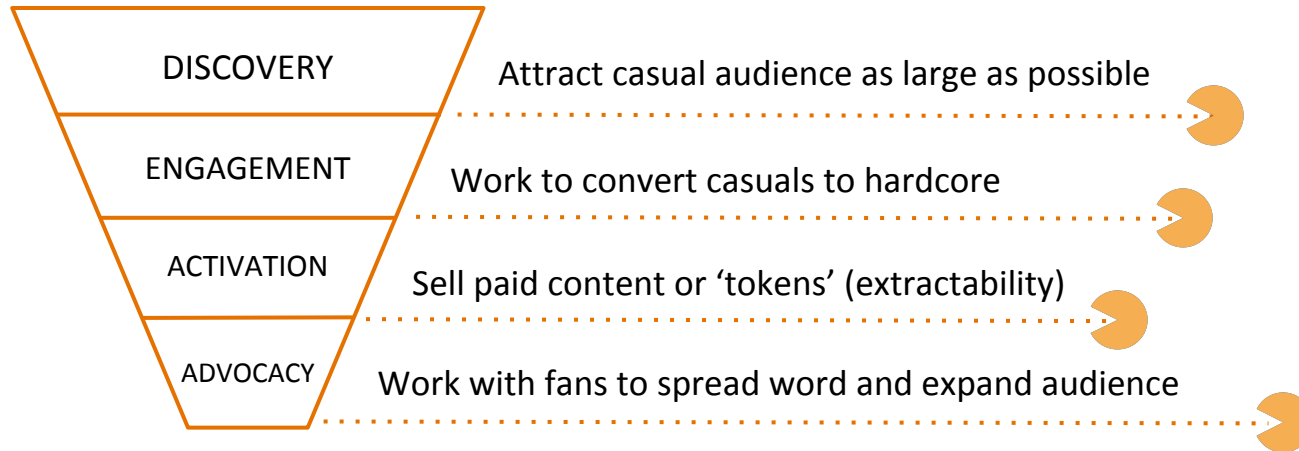
Participation
Funnel

Audience
Classifications

Microtargeting
and Machine
Learning



Participation Funnel. Or a Spiral?



Sales funnels look more like spirals now - with social media and machine learning algorithms (like Twitter trends) changing the rules

Free labour?



Prosumer by Alvin Toffler (The Third Wave, 1980)

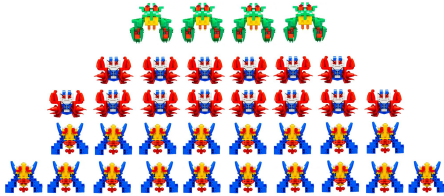
Prodisage participant by Axel Bruns (Blogs, Wikipedia, Second Life and Beyond: From Production to Prodisage, 2008)

“The provision of **‘free labor’** (...) is a fundamental moment in the creation of value in the digital economies” (Terranova, 2000: 36).

As transmedia producers, we cannot afford thinking of the audience as free labour, because they do long to profit from interacting with the project



Participation Hierarchies



People **satisfy needs** with media consumption

(Katz, Blumler and Gurevitch, Uses and Gratifications Research, 1973)

‘Producers participants **gain status** within the community on the basis of their contributions’

(Bruns, Prosumption, Producers, 2016: 3)

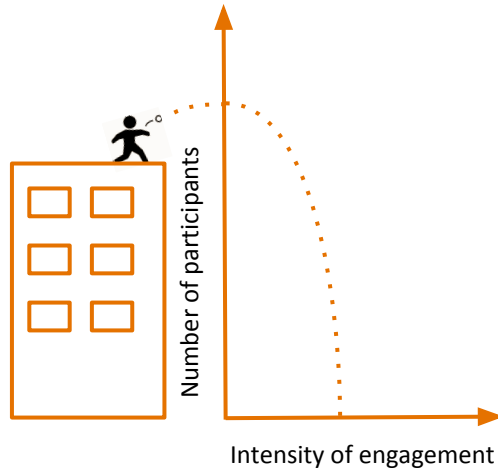
Participatory culture concerns to ‘**informal mentorship** whereby what is known by the experienced is passed along to novices’

(Jenkins et al., Confronting the Challenges of Participatory Culture, 2005: 5-6)

Medvedev, S. and Pronkina, E. (2019) ‘Harry Potter Fandom and Narratives of Inequality in the United States Presidential Election of 2016’. In Bell C (Ed) *Transmedia Harry Potter*, McFarland & Company, Jefferson, NC.

Media usage is about **consuming** what is valuable, but producers is about **becoming** valuable by creating something that is valued by others

Distribution



Supporters = n

Base = $n/10$

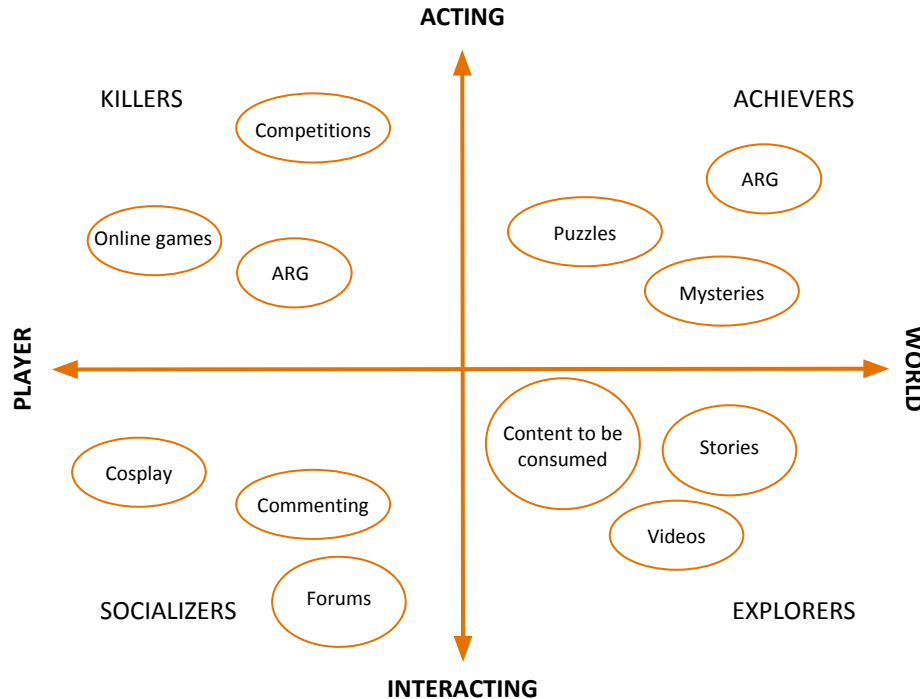
Casual volunteers = $n/10^2$

Full-time volunteers = $n/10^3$

Gambarato, R. and Medvedev, S.
(forthcoming) ICT and Transmedia
Storytelling for Democratic
Development in the Russian Political
Landscape in *Examining the Roles of IT
And Social Media in Democratic
Development and Social Change*. IGI
Global, Hershey, PA.

The question:
What is the optimal
trade-off between
investing in the casual
majority and dedicated
minority?

Classifications: Psychographics



KILLERS



ACHIEVERS



SOCIALIZERS



EXPLORERS

Pratten, R. (2011) Getting Started In Transmedia Storytelling: A Practical Guide For Beginners. Available at <http://videoturundus.ee/transmedia.pdf>

Classifications: Modes of Consumption



real-time viewers

who must find suspense and satisfaction in each single episode

VS



reflective long-term audience

who look for coherent patterns in the story as a whole

VS

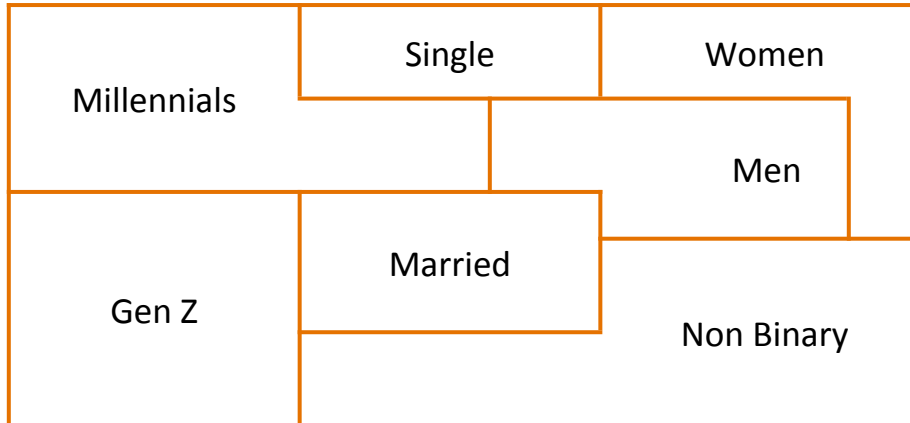


navigational viewers

who takes pleasure in following the connections between different parts of the story

(Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, 1997: 236-237)

Classifications: Demographics



OK. We've created opportunities for participation and catered to the needs of different users.
How will they know?

ML for Personalised Experience

MICROTARGETING



Facebook Ads
Google Search Network
Google Display Network
Youtube TrueView Ads

Facebook Lead Ad
Remarketing



RECOMMENDER SYSTEMS

Data collection (FB Lead Ads, quizzes, surveys, forms, test ads on social media)

Dimensionality reduction

Making recommendations

Returning results back to the system

Medvedev, S. (2019) Movie Collaborative Recommender System. Available at:

https://github.com/mediamedvedev/Data_portfolio/blob/master/Recommender System with Spark and IBM Watson Studio.ipynb

With collaborative filtering, not only fans but virtually every user becomes an ambassador of what they watch, play or like.

Result: more personalised communication, customisation, and cost-effectiveness

THANK YOU

