



Why Filmmakers should explore Transmedia Storytelling: Cash, Career & Creativity

Robert Pratten

CEO & Founder, Transmedia Storyteller Ltd

@robpratten

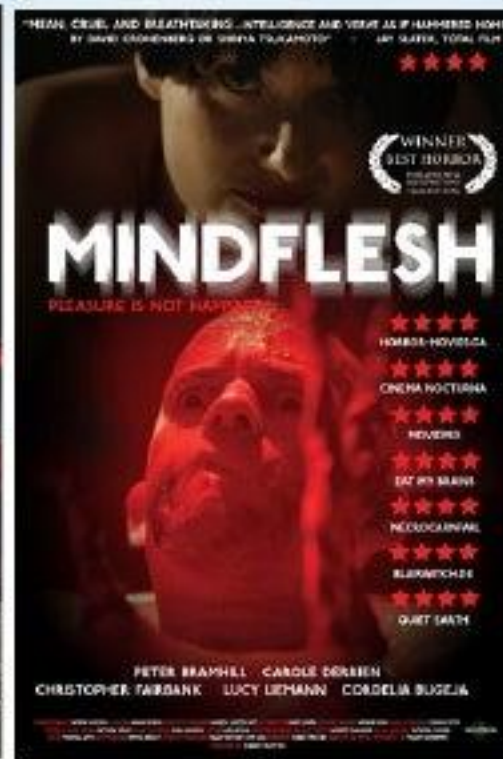
robert@tstoryteller.com

+44 7802 805 294

The next 20 minutes...

- About me
- Definitions
- Benefits
- Approach
- Example

CEO & Founder, Transmedia Storyteller Ltd



BY ROBERT PRATTEN



transmedia production tool to deliver personalized, cross-platform experiences that drive conversation and engagement. It's cheaper, faster, scalable & manageable and there's no coding.

What is transmedia storytelling?



**TELLING A
STORY OVER
MULTIPLE MEDIA**

Aim: Whole is greater than sum of parts

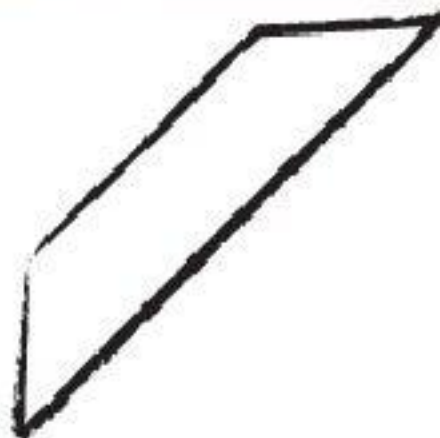
Movie



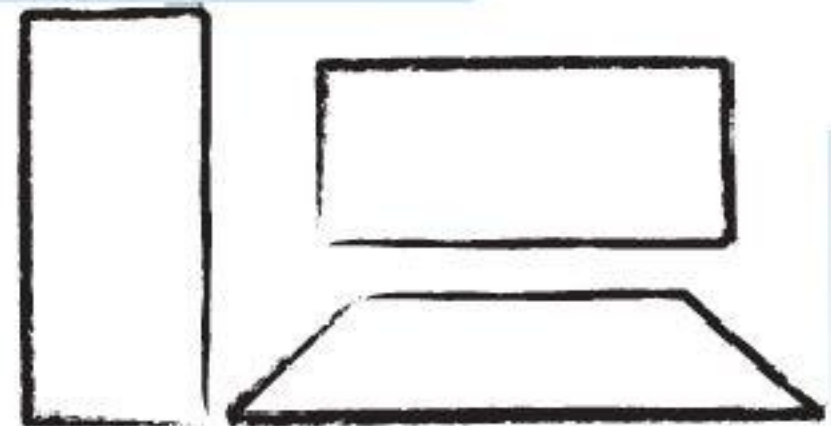
Game



Book



Media Franchise

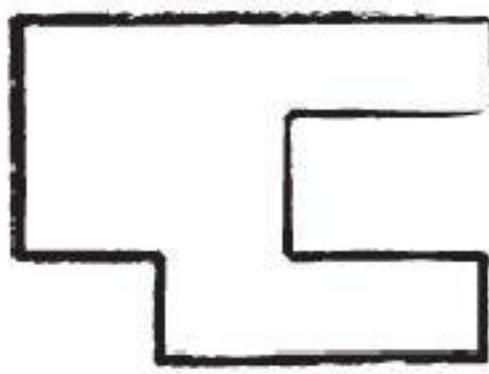


Whole is less than the sum of the parts: dissatisfying conclusion to consuming all media

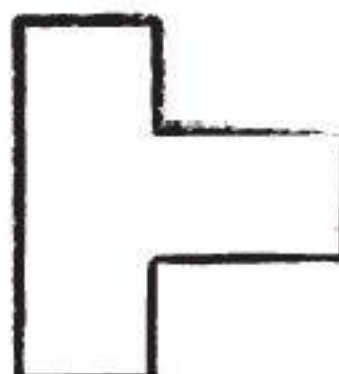
Movie



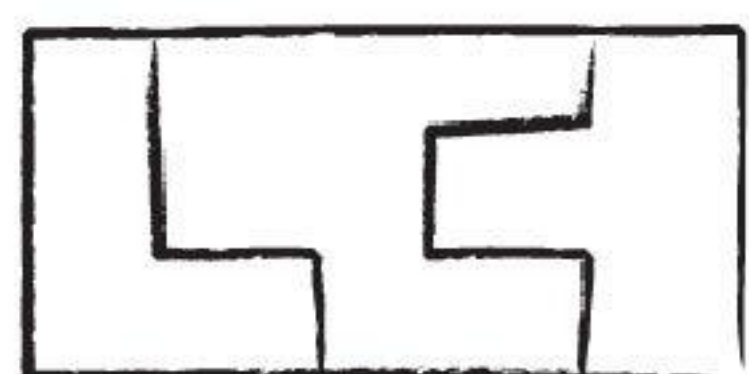
Game



Book



Transmedia



Whole is more satisfying than the sum of the parts: euphoria of collecting and connecting the pieces

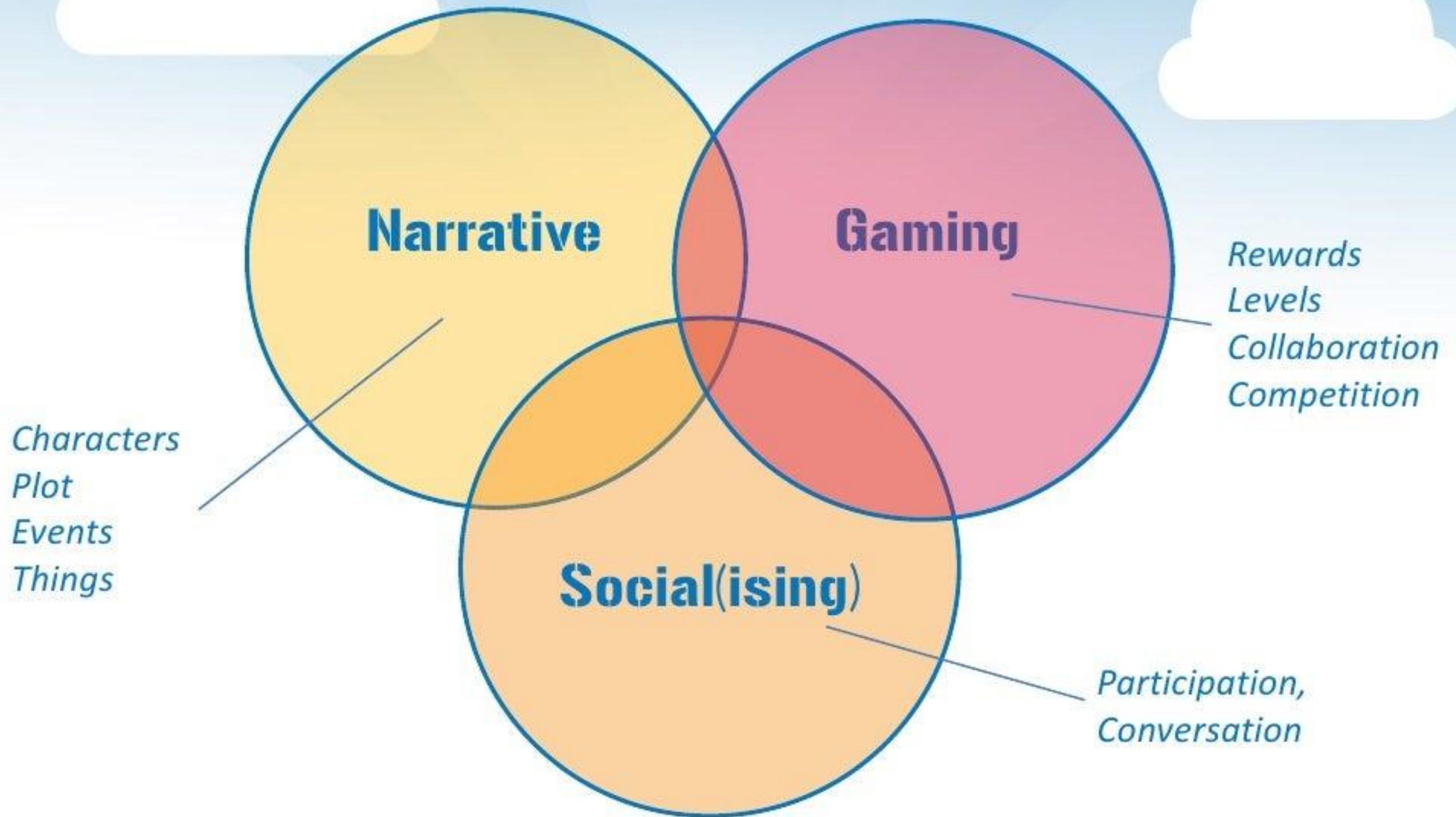
What is transmedia storytelling?



**TELLING A
STORY OVER
MULTIPLE PLATFORMS**

**WITH PARTICIPATION OF
THE AUDIENCE**

Transmedia storytelling



Rethinking entertainment





**Transmedia storytelling
is a way to attract and
retain audiences.**



The monolithic feature film



Project as a portfolio of ideas

- **Content**

- Feature film

- Blogs

- Trailer

- Mobile app

- Books/comics

- Merchandise

- Social media

- Soundtrack

- **Funding**

- Pre-sales

- Private investment

- Crowdfunding

- Taxpayer money

Money Later

Social media



Comic book



Issue 1



Issue 2,3..

Feature film



**Attention
Now**

**Attention
Later**

Crowdfunding



Sales



Pre-sales?



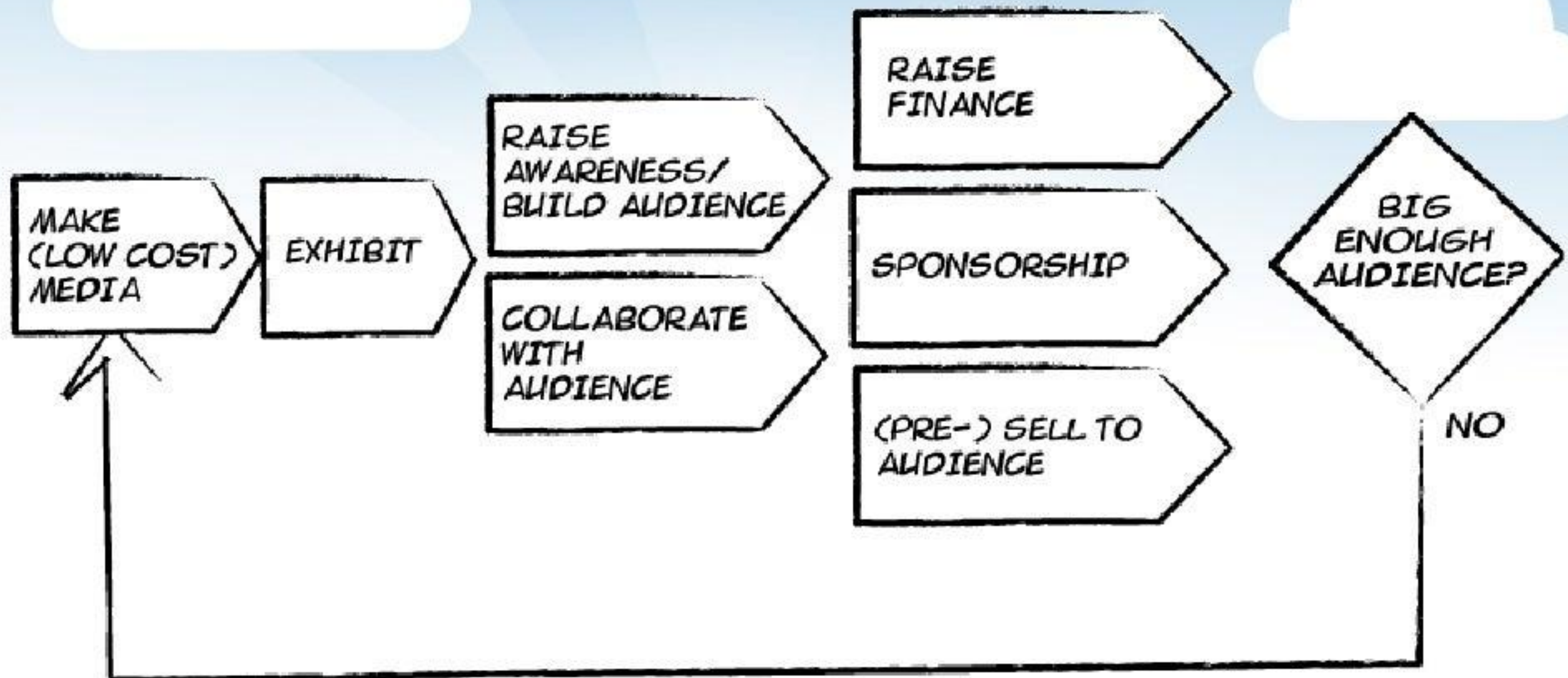
Investment



Grant

Money Now

Transmedia business model

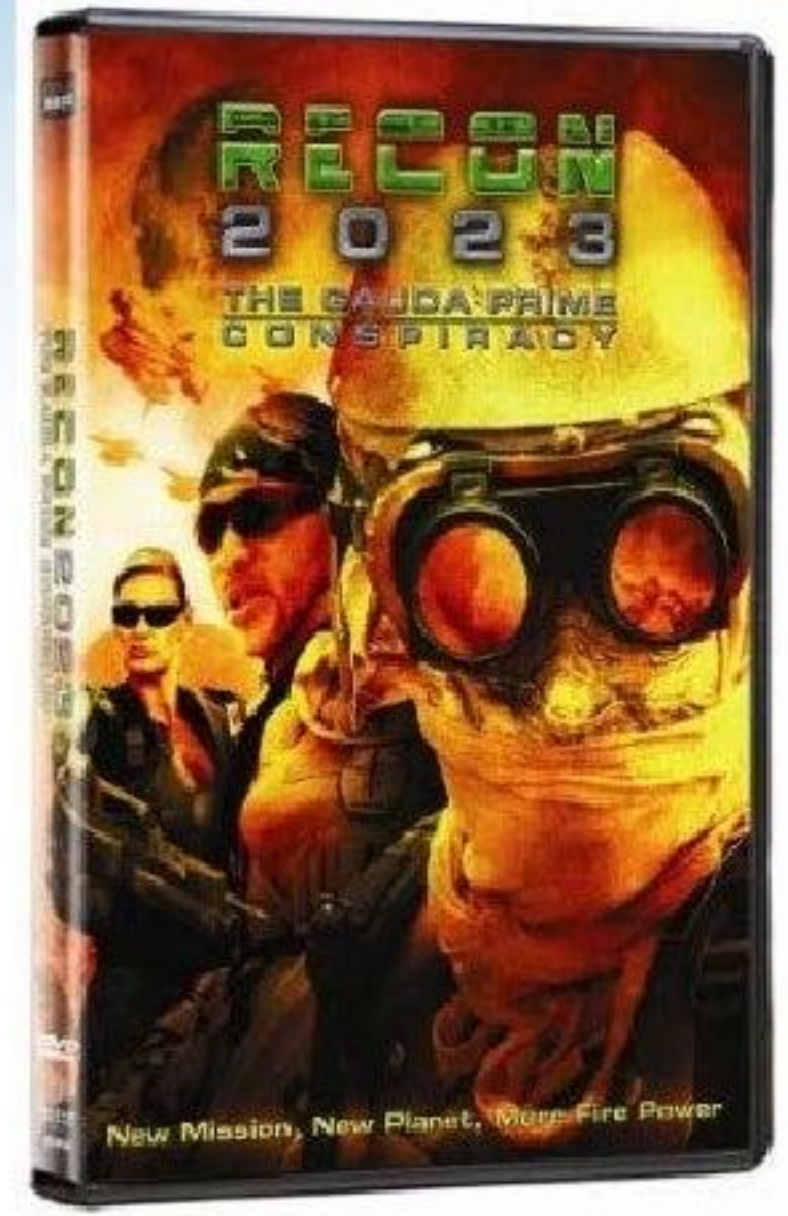
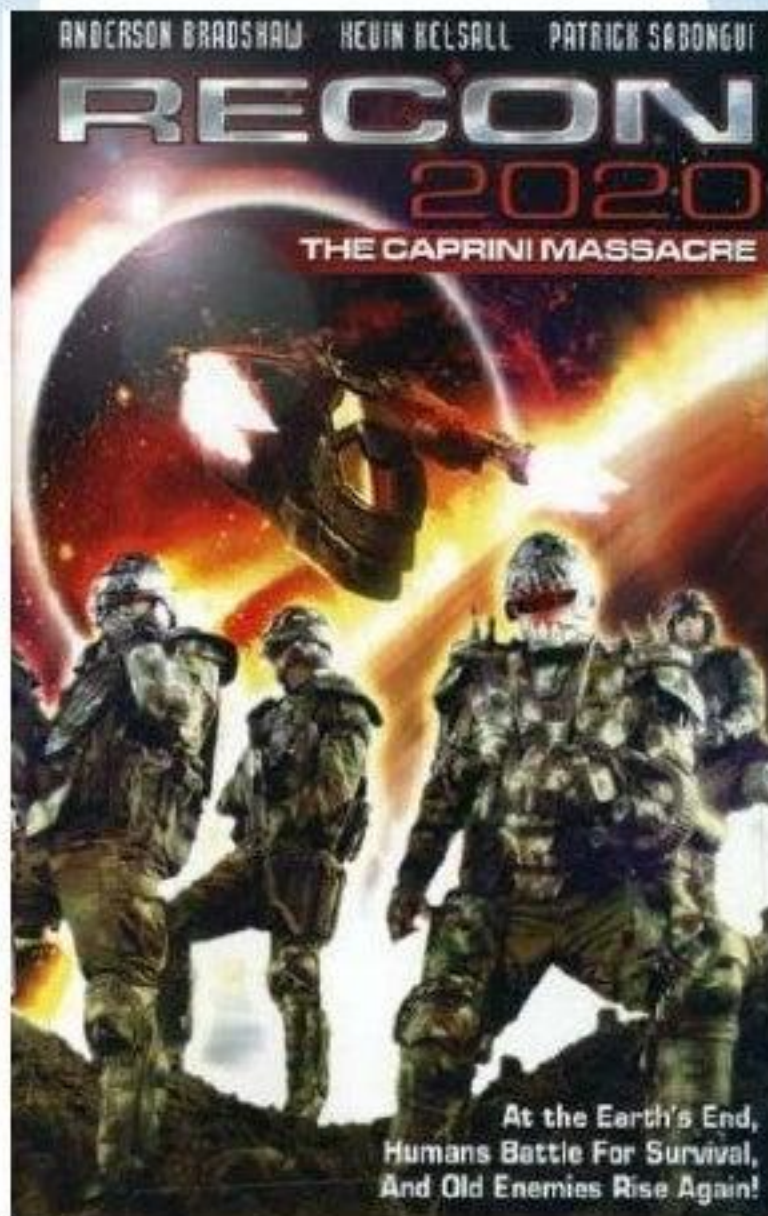


Seth Godin

The background of the slide is a light blue gradient with faint, darker blue diagonal stripes. There are three white, stylized clouds: one on the left, one in the upper center, and one on the right.

“The Internet has freed us all from
the tyranny of being picked”

Christian Viel, Indie filmmaker



Canadian Superheros

Heroes of the North



Figurines



Meet-ups & Events



Samedi 28 janvier 2012

Venez rencontrer **Hornet** et les **Heroes of the North**
à la boutique L'Imaginaire de Place Laurier et
procurez-vous votre copie autographiée du comic
Hornet : Dark Origins



Shared Story World

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