

*flourish*  
MEDIA



**CBC VANCOUVER 50<sup>TH</sup> ANNIVERSARY**  
INTERACTIVE GAME TREATMENT

[WWW.TESTPATTERN.CA](http://WWW.TESTPATTERN.CA)

**Test Pattern**

Time to adjust your set

...

An interactive mystery wrapped up in a trivial pursuit.

...

Presented to CBC British Columbia  
October 9, 2003

A proposed outline for our deliverables to the CBC.

1. Executive Summary .....	<b>Error! Bookmark not defined.</b>
2. Selection of Archival Programs .....	5
Context and themes for the chosen programs .....	5
Schedule of the 5 chosen programs .....	5
Broadcast Considerations.....	6
3. Development of Game .....	6
OVERVIEW .....	<b>Error! Bookmark not defined.</b>
WRITING .....	<b>Error! Bookmark not defined.</b>
Working Title : Test Pattern .....	6
One liner & One Paragraph Synopses .....	6
Lead-In /Textual Trailer.....	<b>Error! Bookmark not defined.</b>
Game Scenario Treatment.....	8
Story Synopsis .....	<b>Error! Bookmark not defined.</b>
Story Treatment .....	9
Character Bios (ur-Colin) .....	9
Asset/Property info/spec Sheets (http...).....	15
ARTISTRY .....	15
Rationale .....	15
Splash page for proposal (graphic, logo, anything) .....	15
Storyboarded walk thru of user experience .....	16
www.testpattern.ca.....	17
Minutia.ca .....	18
Intern Internal Intranet .....	19
GAME PLAY .....	<b>Error! Bookmark not defined.</b>
Overview.....	<b>Error! Bookmark not defined.</b>
Role Definition.....	<b>Error! Bookmark not defined.</b>
Game Scenario Brief.....	<b>Error! Bookmark not defined.</b>
Glossary of terms .....	20
Albots.....	20
Alphanumeric Converters/Translators .....	20
Alterzate Reality Gaming .....	20
Anagrams .....	20
AutoPlay .....	20
Backslash Writing.....	20
Blogs: entry .....	20
Blogs: search only.....	20
Brochureware .....	21
Brute Force.....	21
Control-A .....	21
Conversions.....	21
eCRM .....	21
Cryptography .....	21
Divergent/Converging domain names .....	21
Fax.....	21
DNS.....	21

Forking Paths .....	21
Gateway Passwords .....	22
GPS .....	22
Groups.yahoo.com .....	22
Geocaching .....	22
Location/Maps .....	22
Measurement Converters .....	22
Mistaken URLs .....	22
NPC.....	22
Portals .....	22
Puppetmasters .....	23
Rabbit Hole .....	23
ROT.....	23
Search Engines.....	23
SMS.....	23
Steganography.....	23
Threshold Surveys .....	23
Translators (babelfish) .....	23
View Source.....	23
WhoIs? Domain Registry info .....	23
Graph of layered experiences and plotted narratives .....	24
PLANNING .....	25
Game Plan/Strategy .....	25
Game Timeline.....	25
GAME SYSTEMS.....	25
Guiding Architecture and philosophy .....	25
Main Game System (Reg to game scoring) .....	26
Asset Systems (Deployed hermetic systems) .....	26
GAME MANAGEMENT .....	27
PuppetMasters.....	27
Game Devices and Controls.....	27
Site/Usage Monitoring.....	27
Randomness and Lotteries .....	27
Security .....	28
4. Budget & Timeline .....	28
Overview .....	28
Media & PR Services and Suggestions.....	<b>Error! Bookmark not defined.</b>
5. Production Timeline.....	31
Overview .....	31
PreProduction.....	31
Production.....	31
Launch.....	32
GameOn .....	32
GameOver .....	32

## Vancouver, BC - November 2003

### CBC Vancouver Celebrates the past 50 years of entertaining audiences with a leap forward.

Over the last 50 years CBC Vancouver has produced a number of memorable and leading edge programs that have entertained audiences across the province and across the country. To celebrate their 50th anniversary CBC has once again decided to lead the way by launching its first ever broadcast-based "Pervasive Game". The concept grew out of the desire to refresh the broadcast of archival programs for a new technically savvy generation of viewers. CBC has bridged the gap between old and new by creating a virtual gaming component that has appeal to young and old audiences alike.

Most games players today choose to play a game for an hour or two, watching one screen and using one set of controls. The equipment involved might be a personal computer, a games console, or a handheld. Players might compete against the computer alone or against other players who are sitting in the same room using the same equipment. Some multiplayer games allow many users in different locations to play together over the Internet.

Pervasive games represent a leap forward from these games. They run twenty-four hours a day every day, and use many channels to pull players into the multiplayer game environment. Pervasive games do not wait until the player chooses to sit down at the terminal to play. They phone, fax or email the player demanding attention and making it clear that the player must take immediate action to compete successfully. The game environment never stops running.

The evidence is that games players are fascinated by the idea of pervasive games. Technical platforms for the games can be created today, but they require collaboration between many companies. Success is founded on compelling content combined with strong competitive incentives built into the game-play for sharing ideas and team working. The consequential development of a community which generates a high proportion of its own content is essential for sustaining interest and reducing the management overhead.

#### **Game On**

CBC has selected five half-hour programs from their Vancouver archives and using those as the basis and theme for the game-play has developed a concept for an interactive game that requires the participants to watch the broadcasts for at least some of the clues.

Players choose their level of involvement with the game. From a simple trivia based contest to a whole alternate world within the CBC. There is something for everyone at [Testpattern.ca](http://Testpattern.ca). Come on, get your game on....GO PLAY.

## Selection of Archival Programs

### Context and themes for the chosen programs

The programs chosen for rebroadcast were selected based on a number of parameters. Primarily among the reasons is the consideration of their appeal to today's viewer. Given the often limited production values and differing styles employed by much of the archival materials reviewed, we selected programs that we felt could still engage today's viewers based on their content.

The programs were also chosen for the themes elicited as they relate to the Test Pattern game. These themes include the following:

- **Time:** Themes of time such as change in place, style and attitude.
- **Style:** We analyzed the content in terms of genres of television, innovation in storytelling or television, and as illustrative of the CBC.
- **Character:** The shows were also chosen based on their provision of rich characters from which to draw references, clues, and questions.
- **Playability:** The selected shows provide a good range of content that can be incorporated into overall gameplay.

## Broadcast Schedule

1. **Joe Faceless** (drama, Spectrum Series, 1958, 29m, B/W): A young playwright, frustrated with the commercial demands of television, clashes angrily with production personnel over changes made to his script.
2. **The Seeds** (drama, 1959, 36:20m. B/W): A gang of young toughs in search of kicks use their cars to pursue and terrorize a young mother in a deserted parking lot.
3. **A City Story: Vancouver** (documentary, 1968, 28:19m, B/W): Shows scenes in and around Vancouver and describes the spirit of the city. Originally broadcast as part of the 1967 Centennial Series "A City Story".
4. **30 from Vancouver: Joachim Foikus** (documentary, 1968, 28:19m, B/W): A profile of Vancouver's town fool who was sponsored by a \$3500 Canada Council grant.
5. **Adland** (satire/parody, 1962, 28:25m, B/W): In this satire of the trends and conventions of media advertising, a traveling scholar describes the daily life and customs of an imaginary country called Adland in the Illusion Islands.

## Broadcast Considerations

The main broadcasts considerations for the programs are as follows:

- **Broadcast dates:** We are designing the gameplay based on the broadcasts occurring consecutively over a five-week period in the same timeslot, beginning in early January 2004.
- **Host:** A host will be required to introduce each broadcast and talk briefly about life at the CBC back in the day. We hope for an irreverent, playful tone given the contrast of the archival material against production values of current television. The host will also serve to disseminate clues.
- **Program length:** Because of the limitations imposed by today's 22-minute half-hour as well as our desire to preface each show with a one or two minute introduction, the shows will need to be edited for time.

## Development of Game

### Working Title: Test Pattern

The most obvious reason for the title Test Pattern is in the origins of TV and the prevalence of the test pattern in the early days of television (and late at night when you've awoken on the couch to the steady hum).

But also, this game is very much a test pattern for the CBC as it moves toward the future of media with the development of an interactive game that encompasses television, the Internet, text-messaging and real-time located-based play.

Test pattern is defined as “a geometric chart transmitted by a television station to assist viewers in adjusting reception,” and this is very much what the Test Pattern game is all about, although we would choose to say challenge over assist: We want to challenge viewers to adjust the way they view television and their perception of the CBC in relation to the changes in media over the past 50 years.

### The Catch:

Test Pattern is an interactive mystery wrapped up in a trivial pursuit.

**The Pitch:**

We're celebrating 50 years at CBC British Columbia  
And the game is on at [testpattern.ca](http://testpattern.ca)  
It's time to adjust your set.

**In a Nutshell:****Public:**

CBC British Columbia is celebrating 50 years of broadcasting. In January we'll begin showing a selection of classics produced in the original CBC Vancouver studio. We're also hosting a game on-line at [testpattern.ca](http://testpattern.ca). Play and you could win. Pay special attention and you could win even more.

**Internal:**

Test Pattern is a multi-layered game to be played in conjunction with the rebroadcast of selected shows from the CBC Vancouver archives. At the top level is a straightforward trivia contest with questions about the rebroadcasts, general CBC knowledge and BC history. Beneath that will be a hidden game that will offer successful entrants a series of challenges to win a special assignment. The hidden game is based on the head archivist at CBC setting challenges for his interns. Players joining the game become virtual interns and try to be the first to solve the challenges, earn points and win the special assignment.

## Synopsis

Test Pattern is a game designed to celebrate 50 years of broadcasting at CBC British Columbia. The game will revolve around the CBC's plans to rebroadcast a selection of five half-hour shows from its archives that were produced in its Vancouver studio.

The game will comprise two main components:

- **The Trivia component:** The first is a publicly announced trivia contest that will be played on-line at testpattern.ca. People will be invited to register and play along by answering questions related to events and details in the five broadcasts as well as general knowledge questions about the CBC and British Columbia.
- **The Intern component:** The second component is a hidden game that will not be publicly announced. People will discover the game through various clues indicating that there is something more going on besides just the trivia contest. This component will revolve around four imaginary interns working in the CBC archives who must complete a series of challenges set out for them by the senior archivist. Players discovering and joining this game will become virtual interns and, therefore, able to solve the challenges and earn points alongside the imaginary interns.

To encourage gameplay (and to increase interest in viewing the broadcasts) there will be grand prizes for winners at both levels as well as minor prizes throughout each component.

The contest will be announced well ahead of the broadcasts (though not so far ahead that the site becomes stale). The intern game will also be leaked in advance, although access to it will only be available once the links are placed.

Game play begins previous to the first broadcast. That week's round of questions will be posted to the trivia site. As well, the links to the intern site will be created.

Each week thereafter, the trivia site will be updated with the previous segment results and with the next round of questions. For the intern site, the standings will also be updated at the conclusion of every challenge.

Both levels of the game will conclude soon after the final broadcast, at which final prizewinners will be announced.

The Flourish Media team will act as puppetmasters controlling the intern game. This includes maintaining the primary website(s), all subsidiary domains, acting as mock interns to plant clues (both real and false) and to guide players if necessary.

## Gameplay Treatment

CBC British Columbia is preparing to celebrate its 50<sup>th</sup> anniversary. As part of the celebrations, Julie Morgan the program director, is planning to rebroadcast selected shows produced in Vancouver over that time.

During discussions with Sebastian Wickfield, the lead archivist, about which shows to air, the two of them come up with the idea of an online trivia game related to the broadcasts and about the history of CBC TV in British Columbia to increase interest in the shows.

This trivia contest will serve as the main entry point for the game, where gameplayers sign up to play and obtain a log-in ID. The trivia game will be the top level of the game and will award prizes during the contest as well as a grand prize at the end. (Prizes TBD with the CBC)

The trivia site will serve as the gateway to the intern game.

...

Sebastian has four interns working under him who are tasked with researching possible shows and with finding suitable trivia questions for the online game.

While the preparations are underway, to encourage his interns to make the extra effort and because he loves the reality quest shows currently consuming the television schedule, Sebastian notifies his interns of a special assignment he has for the intern that shows the most gumption.

The intern that wins the special assignment will be the one that earns the most points solving the challenges Sebastian is going to set out.

...

Sebastian maintains an internal BBS that he and his interns use for discussions. Sebastian himself will participate in the BBS discussions. Sebastian notifies the interns that he will set up a section of the BBS site where he will post their standings based on their performance.

This BBS will need to be created as a unique, secure section of the vancouver.cbc.ca domain and will serve as the site for the hidden intern game.

...

As the rebroadcast dates near, the interns amass enough trivia questions to launch the contest.

The main trivia contest is announced through the usual media outlets, on the CBC website, on TV, etc. encouraging people to go to testpattern.ca to register and play.

Note: This is a general announcement and no explanation is given for the premise that led to the development of the trivia game. The premise described above will be used (and divulged) as part of the intern game described below.

...

Concurrent with the announcement of the trivia game will be another campaign that seeds clues for the public to discover that there is something beyond the simple trivia game, if they know where to look. While this will include separate releases, postcards, etc., these hints will also be carefully incorporated into the main trivia game announcements.

These seeded clues will lead people to the testpattern.ca trivia site to find a hidden link. When they find and click the link they will be taken to the intern's BBS site (which will otherwise be hidden from the public).

Players will be expected to figure out that they have, in fact, discovered the hidden game. There will be enough indicators present to lead them to this conclusion.

Note: there will be more than one way to reach this level. For example, the hidden link on the trivia site will not be the sole path to the intern's BBS. Players will be steered to the intern level at a number of points and from a number of places.

Also, if a player finds the intern site, but leaves thinking they were at the wrong place, any subsequent clue they discover will lead them again to the BBS. Several of these occurrences should be enough to convince players that the intern site is, in fact, the hidden game.

As well, the intern site will contain enough oblique references throughout to ensure that players realize they have found the hidden game.

...

At the point in which players are dropped into the intern level (i.e., when they find the gateway from the trivia level) the interns' BBS will have already been going on for sometime and players will be able to read back through all the previous postings between the mock-interns (MIs) and Sebastian.

Players will be directed (and will be expected) to read back through the postings for background on what has been going on. This is where players will learn the background about Sebastian and Julie coming up with the trivia game, that the interns have been doing the research on the trivia questions, etc.

Players will also discover that there is a contest going on between the interns to win a special assignment from Sebastian.

...

To lead players to the conclusion that they can also become interns (and, therefore, able to qualify for the special assignment), upon their initial entry to the intern site they will see a pop-up prompt: "Are you an intern? Yes. No." Upon clicking yes, they will be prompted to enter their identity.

Players will need to figure out to enter the same log-in identity they obtained when signing up for the trivia game. Another way of dealing with this is for the prompt to bring up the players' ID with the question: Is this your intern ID?

Doing so will take them to a profile page which will show the same information they entered to play the trivia game (name, e-mail, address, etc.), except that the username will now say, for example, Intern Sally Jones, rather than just Sally Jones.

Moreover, as soon as they properly enter the site (i.e., discover the log-in prompt, click yes, enter their ID) their names will appear in the standings section.

Thus, before any players enter the site, the intern standings section will only contain the points earned by the four MIs. This list will grow to include each new player that joins the intern game.

...

As players begin to enter the intern game, the MIs (as controlled by the puppetmasters) will begin discussing the interlopers, even to the point of challenging them, as the following possible exchange shows:

MI A: Hey [MI B], what's going on? Who is Sally Jones?

MI B: I don't know. Sally Jones, who are you and how did you get here?

(Sally Jones will be able to respond to this since all players joining the intern game will have access to the whole BBS site just as if they were actual CBC interns.)

Sally Jones: I'm not sure. Is this part of the trivia game? I followed clues to get here.

MI B: No kidding. [MI A], did Sebastian tell you about any of this?

MI A: No. Sally, this is an internal CBC site for intern archivists. Are you an intern?

Sally: I'm not sure. It says I am. Who is Sebastian?

MI B: Sebastian is our boss. I wonder if he knows you're here? ...or if you're qualified for the special assignment. You'd better not be...

...

Gameplay note: Game popularity and the ability of players to figure out what is going on will determine how much interaction occurs between our MIs and actual player interns. For example, after a number of players have made their way in, the MIs could grow weary of responding to questions.

We also anticipate that players will discuss things among themselves and will inform newcomers of the situation. The puppetmasters will contribute enough input as MIs to ensure the ball gets rolling. The MIs will not directly explain the game to newcomers.

We will only need a few players entering the intern game to figure it out and, subsequently, to fill the BBS with explanations that all players following will be able to parse.

...

At the point when players enter, the BBS site will show a history of several completed challenges that Sebastian has devised for his interns thus far (i.e., the challenges from which the MIs have earned points). Reviewing these challenges should prepare players for what to expect for the rest of the game.

The challenges will relate in some way to the rebroadcasts so that, as with the trivia contest, players will be expected to watch the rebroadcasts for important clues (specific references, thematic elements, location hints, etc.)

Gameplay note: Players can play both levels of the game. That is, they can still participate in the trivia contest while also becoming players in the quests set out at the interns' level. We anticipate far more players at the trivia level as there will be a number of contestants who will not have the time, energy, or knowledge to discover and pursue the intern game. In this way, we can offer a game and rewards to both casual gamers as well as the more serious players.

As players begin joining the intern level, word will be leaked that Sebastian is about to issue another challenge. This can be easily achieved through MI postings on the BBS.

...

Sebastian will post to the BBS that another quest is afoot. Sebastian's posting will outline the challenge, set a time limit, point value, and the number of interns who can score points, and will contain an initial clue.

Those solving the challenge will receive a code number. In order to score points, players will need to enter that code within the time limit and before the allotted number of interns has been reached. Players will be able to enter the code via the site or using SMS (thus giving SMS users an advantage for location-based quests).

For example, if Sebastian sets the limit at 50 interns, only the first 50 players will be able to score points for that specific challenge. The number of interns able to score will be set based on the eventual number of players in the game. For example, if 500 people have joined to play, the challenge may set the limit at 25 or 50 players able to score, with points awarded on a descending value scale.

...

Notes on awarding of points and grand prizes:

We envision a staggered prize structure. Prizes will be awarded throughout the contest at both the trivia and intern levels. Many of these prizes will be minor, such as a gift certificate from a CBC partner for being the leader at that point in the trivia game or for being the first one to solve an intern challenge.

Trivia game grand prize: TBD

Intern game grand prize: The grand prize for the intern game is the special assignment (the identification of which will also be a challenge). The player that wins the special assignment will learn that they have won an all-expense paid trip to Chilliwack (or perhaps another, more exotic destination).

Determining the grand prize winner: The final winner could be that intern that scores the most points. This is undesirable though since we do not want to discourage those joining midway from playing the game. It would be preferable if the players' point totals earned them lottery chits for the final prize. For example, every 50 points could equal 1 chit. A final score of 550 = 11 chits in the lottery. A player joining at the last stage of the game who only earns one chit will still have a chance at the grand prize.

...

Stages: There will be five main stages for both the trivia and intern levels corresponding to the five rebroadcasts. There will be a number of challenges within each stage at the intern level as well as a series of trivia questions at the trivia level. The challenges and questions for each stage will mainly relate to the most recent rebroadcast as well as to CBC and BC knowledge in general. As the game progresses, challenges and questions will refer to previous rebroadcasts as well.

...

As challenges and trivia segments are completed, the trivia and intern levels will be updated. At the intern level, in order to control the pace of the game all challenges will be timed. Timing will be based on the number of players and the rate they solve early challenges. For example, if we assume that an initial challenge will take a day to complete, but is completed (by, say, the first 50 gameplayers) within an hour, we will adjust the difficulty of the challenges accordingly.

Timing control also keeps gameplay in line with real-time events (the rebroadcasts, location-based events, etc.).

We would like to award prizes at the end of each segment. The award could go to the player who earned the most points for that segment (at each level) or could be a random drawing from the top ten or 20 players. Or maybe both: a prize for the segment leader and a random prize. This will depend on the wishes of the CBC and the ability to enlist third-party partners to donate prizes in exchange for considerations.

...

Note on third-party partners: As part of the effort to enlist and reward third-party partners, we propose using their websites and/or locations as clue destinations. For example, an on-line clue could lead players to a partner site where they are expected to find specific information. For location-based challenges, players would be required to visit the partner business for a clue or challenge code.

...

Upon completion of the five segments, the final prizes will be awarded. As well, a summary of the intern game will be posted recapping the contest for those interested.

## Character Bios

**Sebastian Wickfield:** CBC Archivist. Early forties. 20 years at the CBC, mostly in the archives. He has seen many changes in that time. Bit of a quirk. Loves reality shows. Maintains his own site of the odd and the trivial at minutia.ca. Average height, slender, starting to grey around the temples a bit. Lives a fairly healthy lifestyle.

**Julie Morgan:** Program Director at CBC in her mid-forties. Newly installed in Vancouver after 15 years at various positions at various CBC locations including Halifax and Toronto. Seen as a bit of a loose cannon by the Toronto higher-ups.

**Ian Samuelsson:** Intern. Tallish, slender, gay, in his late twenties. Lives in the West-end. Relocated from Kamloops five years ago to work with an Internet start-up that folded with the tech crash. Clubs a little bit and windsurfs. Has a steady partner.

**Naomi Ranjeet:** Intern. About 5' 6", quite a looker, in her early 20s, recently graduated from the BCIT Broadcast and Media Communications program. She'll go far, she just has to get there. Lives in Richmond and complains of the commute. Dating, but not seriously.

**Mercedes Da Silva:** Intern. About 5'5", mid-twenties, engaged to be married to an accountant. Somewhat conservative, but fiery in a second-generation Portuguese way. Lives in Kits, but grew up on the Eastside where her extended family still lives.

**Pete Wilson:** Intern. Young twenties, single, bit of a skater boy and Internet baby. Originally from Campbell River, graduated from the Applied Communication Program at Camosun College. Thinks the White Stripes are more important than the Beatles. Tries hard to impress Naomi.

**Troy Schultz:** Mock-gameplayer. Registers to play early. Avid gamer, did the AI game. Young, does freelance Internet programming, lives just off Main Street. He will be used to contribute entries to the BBS if we require an agent beyond the four interns or Sebastian.

#### **Joachim Fokkis**

Mock-gameplayer. Joins up to play the game and makes a number of postings. Upon the broadcast of his show, players should realize that he has been a plant and will need to review his previous postings to discover what clues he has divulged.

#### **Asset/Property info/spec Sheets ([http...](http://))**

- Each major asset will have a spec sheet to assess it at a glance.
- Testpattern.ca
- Minutia.ca
- Internal intern intranet

## **ARTISTRY**

### **Rationale**

#### **Splash page for proposal (graphic, logo, anything)**

### **Storyboarded walk thru of user experience**

Provided are two sequences of storyboards that illustrate key components to the game. The game components in the storyboards are illustrative and are meant to suggest the players' perspective for the game.

Include Storyboards HERE

**testpattern.ca**

Test Pattern is the primary hub for the players. It will be the point of registration, answering trivia questions as well as pathfinding for the mystery.

Insert testpattern.ca Image HERE

### **Minutia.ca**

While also active on the intern site, Sebastian will also use his personal site, minutia.ca – which is devoted to his collection of the odd and the trivial – to seed clues.

Insert Image of minutia.ca website.

### **Intern Site**

This is the meat beneath the veneer. This is where the mystery begins to unravel and where our mock-interns weave a story that draws our players into the world. This site should be behind the Vancouver.cbc.ca domain.

Insert Image of intern site.

## Glossary of Terms

### **AI Bots**

Artificial Intelligence robots. These devices can be programmed to interact in chat rooms, responding to questions on specific subjects. The bots can be trained to respond in a fashion to key questions or phrasings. They are keen devices for embedding knowledge of the campaign.

### **Alphanumeric Converters/Translators**

(ASCII/HEX/BIN)

Any figure or set of numbers can be translated or converted into colours, sounds or HTML code. There are numerous online resources for doing this. The trick is how to make such tricks integral to the plot.

### **Alternate Reality Gaming**

A genre of interactive fiction using multiple delivery and communications media, including television, radio, newspapers, Internet, e-mail, SMS, telephone, voicemail, and postal service. Gaming is typically comprised of a secret group of puppetmasters who author, manipulate, and otherwise control the storyline, related scenarios, and puzzles and a public group of players, the collective detective that attempts to solve the puzzles and thereby win the furtherance of the story.

### **Anagrams**

A word or phrase formed by rearranging the letters of another word or phrase - for example, Elvis to Lives. Anagrams are great fun for embedding riddles or log on IDs.

### **AutoPlay**

When the player community relies on automated scripts to discover page updates.

### **Backslash Writing**

Using the location field in a web browser, we can lead players through directories to spell out hints or clues within the URL. This type of experience involves effort on the part of the players—possibly requiring them to click through many pages, answer many or all questions correctly.

### **Blogs: entry**

Weblogs are an easy way to provide an archived (and searchable) history for a character or event. Some blogs are public and can have any number of persons' entries.

### **Blogs: search only**

Blogs can also just hold data: searchable data; this device is an oblique one and can be embedded in almost any fashion: without context or with meaning as to what questions can and can't be asked of the blog.

## **Brochureware**

Websites that are little more than the Who, What, Where, When and Why of a company or organization.

## **Brute Force**

Using a program to bombard a site with scripted input or page requests in order to 'solve' a form-based puzzle or discover hidden directories or pages.

## **Control-A**

Clues can be embedded in any medium, and online, we can hide text within the page itself - blending it into the background colour. By holding down the control button and clicking "A", you can highlight the page and see the text.

## **Conversions**

Inches to miles to metres and back again. Conversions of simple information can transform it into integral plot twists.

## **eCRM**

eCRM is typically an integrated sales, marketing, customer support and call center automation solution.

## **Cryptography**

The art and science of systematically embedding information with text.

## **Divergent/Converging domain names**

Since we can easily control the DNS for our properties, we can move around the actual domains, uniting domains under one URL or balkanizing a website into 'good' and 'evil.'

## **Fax**

Although it's old technology, it can still be useful – and can be sent over the Internet quite readily.

## **DNS**

Domain Name System

We can manage our own names and certainly play around with the numbers of our websites - converting numbers into a code that then equates to a URL. (Type in 192.168.1.1 and it resolves to: boberigmy.com)

## **Forking Paths**

Gameplay that forks to many sources of information—some under the domain of the game, and others within the greater context of the net. Forking paths will allow for coverage or seeding of traffic down many red-herring paths, yet maintaining gameplay by providing real resources down these paths.

## **Gateway Passwords**

Passwords are vital to movement. Users will have unique IDs and often will be required to login to go further down a path.

## **GPS**

Geographical Positioning Systems

Readily available, GPS coordinates can be found in real-time as well as online in a number of interactive fashions.

## **Groups.yahoo.com**

Free community website. A good place for teams to form and communicate

## **Geocaching**

Geocaching is an entertaining adventure game for GPS users. Participating in a cache hunt is a good way to take advantage of the wonderful features and capability of a GPS unit. The basic idea is to have individuals and organizations set up caches all over the world and share the locations of these caches on the Internet. GPS users can then use the location coordinates to find the caches. Once found, a cache may provide the visitor with a wide variety of rewards. All the visitor is asked to do is if they get something they should try to leave something for the cache.

## **Location/Maps**

Using GPS coordinates or postal codes, we can locate or download bitmap images of anywhere in the western world.

## **Measurement Converters**

Any measurement can be converted into micro everything else.

## **Mistaken URLs**

Misspelling of an URL provides for duplicity in the game play. Information could drift between two similarly spelled websites: scsiwyg.com scsiwog.com... a devious device for migrating information and destabilizing history or navigation.

## **NPC**

Non Playing Characters are essential in Prospero game play. They are the pawns in the narrative and will form the background for the primary game players. These characters can have Web-mail accounts, blogs, IM, etc. but they are scripted and under the control of the authors.

## **Portals**

Community needs a place to meet, and portals are the ticket. We will provide both plot divisive website portals as well as those for the gameplaying community.

## **Puppetmasters**

The authors, those who pull the strings and make the plot advance throughout the duration of the campaign. The individuals working "behind the curtain."

## **Rabbit Hole**

The initial site, page, or clue that brings someone into the campaign.

## **ROT**

ROT stands for ROTation - meaning to rotate letters of the alphabet forward. The alphabet wraps around, so ROT-1 would mean that a=b, b=c, c=d.....x=y, y=z, z=a. There are 25 possible ROT settings, covering the scope of the alphabet.

## **Search Engines**

Using search engines will be primary to navigating the negative spaces or mysteries. They are also keen tools within websites, portals, blogs etc.

## **SMS**

Simply put, it's the chat with phones. It's the next new thing that's old hat in Europe and Asia.

## **Steganography**

Hiding a secret message by concealing it within another medium, such that the secret message is undetectable unless you know to look for it. For example, a message might be hidden within an image by changing the least significant bits to be the message bits.

## **Threshold Surveys**

Surveying is an easy measurement of participation and education. We can use a particular survey as a switch, or gateway value—requiring X percentage of the players to have answered “yes” or by picking one of a list of items.

## **Translators (*babelfish*)**

It's a big world out there and we can now translate it for free—with a stupidity tax thrown in that only a machine could provide. Babelfish has its own particular bent on translation and stringing together a couple of languages provides some rather interesting results, if not misleading quotes.

## **View Source**

Each webpage has HTML source code that can be used to embed clues to the puzzles.

## **Who Is? Domain Registry info**

Each website has information stored about the owners and administrators of a website. This includes names, phone numbers, etc - all of which can be easily managed and edited.

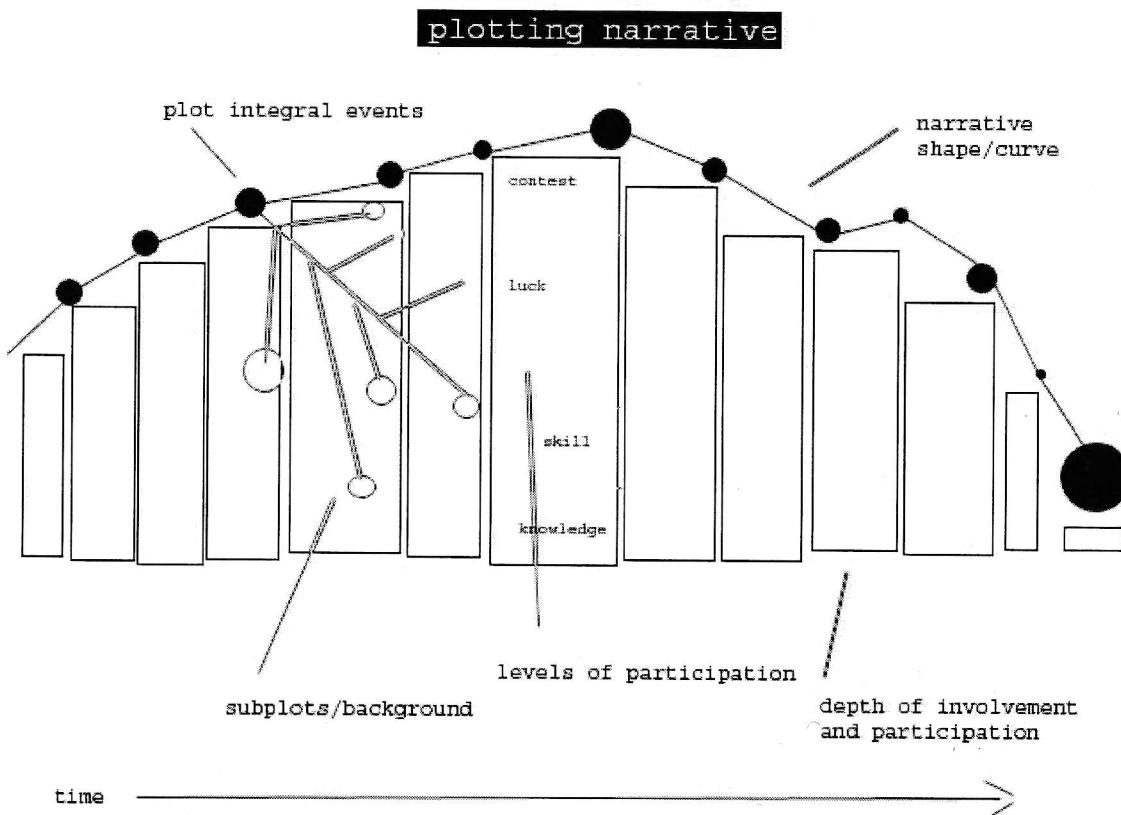
## Graph of layered experiences and plotted narratives

With an **interactive narrative**, there are multiple and convergent lines of inquiry and involvement. The graph below illustrates the overall plot arc with indicators for both the depth of involvement during the game phases as well as the types of involvement (contents, trivia games, luck based games on down to knowledge based games.)

**Plot integral events** are those high points in the game that define the experience for the players. Without hitting those accessible points of entry, players will not be successful in playing the trivia game nor the mystery.

**Subplots and background** are great opportunities to involve partners/sponsors to create a deeper level of involvement in the game—one where knowledge and skill are more of a factor compared to luck and timing.

The game allows for varied **levels of participation**, from playing the trivia contest in mere moments, to researching ‘The Seeds’ at the Queen’s University’s CBC archive for pertinent clues.



## PLANNING

### Game Plan/Strategy

- We must share the responsibility and experience of keeping the narrative going with our players, while maintaining control over the ultimate direction the narrative takes.
- As puppetmasters, we will have an hands-off approach for team play activity; we will only interject where the plot and game play demands it; we shall provide our players with the ability to organize themselves, but will provide nothing more than guidance, clues and opportunity
- We have developed a stratified (layered) approach to content development/deployment, allowing us to add more content as budget and opportunity permits. Our interactivity and gameplay has been stratified to allow for various types of players and their depth of involvement. Those who want to only play the trivia game can do so without worry of the mystery. Those involved in the mystery level of the game will have more opportunity to involve themselves in the world of the CBC.

### Game Timeline

- The game has an official launch date for the overt trivia game, but the underlying mystery will be leaked or soft launched prior to the first broadcast. This allows for a viral component to drive wildfire to the game.
- Once the broadcasts begin we will have 5 weeks to complete the game, with more overt references to the mystery constantly being planted in communications.
- As time has been a formative metaphor for the project, there are other timelines that embed themselves within the game and are reference for both game development as well as game play. 50 years of history provides a great backdrop for both trivia games and mysteries.

## GAME SYSTEMS

### Guiding Architecture and philosophy

We have planned a rapid development cycle for the game. To allow for this to be a sophisticated and interactive experience, we will be working with open source systems as the basis for our game systems. This allows us to both contribute to the open source

community in a fundamental way, as well as benefit immensely from the countless hours put forth to develop various online systems/APIs.

At all points possible, we will be storing user activity in a database. Primarily this will be user information and scoring but can be extended to other information gathering processing.

When creating online assets, we will be developing on, where possible, using Linux based systems, using an Apache server, running PHP and MySql. This is a very typical flavour of server and one that is robust enough to allow for rapid development and deployment.

### **Main Game System (Reg to game scoring)**

This will be the basis for all our information and game play management. It will allow for the typical user profiling as well offering viral marketing hooks for spreading the news about the campaign. The system will provide utility in the following areas:

- Registration process
- User profile management
- Scoring management
- Randomness/lottery/contest draws
- Secure data transports
- Database fields/records
- Real-time game data monitoring

### **Asset Systems (Deployed hermetic systems)**

We will be using a good number of different publishing mechanisms during the game. The following are typical of what we will deploy:

- **AIBots:** An artificial intelligence, hosted at the testpattern.ca website or similar, its character (chat bot) will be an active participant in the game, both informing the game play as well as providing colour and background to the game and the CBC. Think of an AIBot as our oracle of the archives.
- **Flash puzzles:** Flash will be used for some of the simpler puzzles that require interactivity or traditional online game play.
- **Shockwave Games:** Given we need to create sophisticated games or puzzles, Director Shockwave allows for 3D, video integration and complex and secure programming.
- **Wikis:** A new concept in community based websites, wikis are edited on the fly by its users. A simple set of rules allow users to publish, edit and add pages to a

website. Simplicity is the rule in this paradigm and as a result allows for some quick community building.

- **PhpBbs:** BBS Forums are a key element to the game play. Our interns will be seeding content in their BBS under the guise of being archivists in the rough. Game players will be able to post to the BBS, allowing for discussion, collusion and collaborative efforts.
- **Blogs:** Our archivist will have a blog that he posts his daily musings to. A blog is an online diary of sorts - typically a personal periodical, publicly available.

## **GAME MANAGEMENT**

While the game is underway, there will be ongoing management not only of the technological components of the game, but also the game play and content of the campaign. Not all activity is left to the control of the userbase; in fact, there are key points that require involvement by the management team, and key websites that require that same team's ongoing involvement during the breadth of the campaign.

### **Puppetmasters**

The game is not continually monitored and massaged by the puppetmasters, the authors and designers of the game. As there is key audience participation required, the game authors must ensure scenarios proceed without any hitch, sometimes "urging" them along. The game is managed (most often distantly, but sometimes overtly) by a select few game authors/designers.

### **Game Devices and Controls**

There are control points and game devices that require manual unlocking or overt involvement by the puppetmasters. This ensures that the game can proceed only to a certain point allowing us

### **Site/Usage Monitoring**

Monitoring game play stats and traffic stats will be required reading for some of the sites. Some websites will act as switches that open up more info, the more people that visit them. And for the sponsorship level involvement, we will need accurate and real-time stats for partners/clients.

### **Randomness and Lotteries**

The game will have lotteries and randomness at its most superficial level of involvement. These will be simple rewards for minimal involvement. The deeper the commitment, the greater the reward (and the more concentrated the traffic around one sponsor site/asset.)

## Security

All games and systems are to be audited (externally if need be) for security holes. This will be particularly necessary for any games and/or time sensitive clues we incorporate in the game.

# Budget & Timeline

## Overview

### Project Design Philosophy

We've approached the budget and timeline to be almost synonymous, given the rapid development schedule. Most of our costs are going to be person power related and in this scenario, the actual scope of the project is determined by the size of the production team.

### Scalability

Since the amount of assets and game play we create is directly related to the size of the production team, if we want to increase asset production, we increase our production team size.

The budget provided is based on a three-month production and publishing cycle. In that timeframe, we will develop the main game hub, an internal BBS forum for the 'interns,' our archivist's blog and as many as four puzzle websites, though the game will involve more than four puzzles as much of the game play will be about ferreting out information about the CBC shows, Vancouver, British Columbia and the game characters.

The budgeted team consists of:

- Writer
- Art Director
- Interactive Designer
- Programmer
- Creative Director/Game Designer
- Project Manager
- Producer/Client Liaison

Insert Person Power Production Worksheet HERE

Insert Asset Production Worksheet HERE

## Outsourced Services

There will be outsourced services and the extent to which these are costs will be determined by partnership and sponsorship opportunities.

- Hosting and Bandwidth
  - We will need to host some sites on commercial hosting services. This allows us to weave a better story online, playing with the plasticity of who actually publishes what and why. We can better hide our 'authoring path', if we use a few commercial hosts, rather than a single ISP.
- Cell and Wireless services
  - SMS / Text messaging is one of the most pervasive messaging channels we can include in a campaign. A provider on board would make this a cost effective publishing avenue. As popularity increases in the game, the usage costs for this service increase.
- Domain Purchases
  - .ca domains are preferred domains, and the cost will be minimal to the game, adding \$30 per domain purchased to the budget.
- Press: Postcards & Posters
  - Printing of large quantity fliers/posters/postcards to intro the game in an oblique fashion

## Production Timeline

### Overview

As noted in the budget, the timeline is a function of the amount of people that can be apart of the production team. The phases for the project are listed below, but the project as designed, will take three months to execute and an additional month for the game play to occur.

### PreProduction

This was the 'Development' phase of the project where we define the nature and ambition of the project.

### Production

All production of assets/properties, ready for publishing and broadcasting

- Technology conduits

### Communication assets

- Character establishment/development
- Background assets/properties developed

**Launch**

Game is on/previewed/leaked and broadcasts are announced

**GameOn**

Broadcasts are on and the game is in full swing

**GameOver**

We have finished the broadcasts and selected our winners.

## Production Team Biographies

**Karen Middleton – Producer (Principal)**

Before embarking into the world of entrepreneurship with the launch of Flourish Media, Karen was the Executive Director of the Wired Woman Society, a national not-for-profit organization that focuses on removing the systemic barriers facing women in today's technological workforce.

With a background in technology, social sciences and business, and holding a BA in Sociology from the University of Manitoba and an MBA in Human Resources and Training from the University of Southern California, she is now entering into a new phase of creativity, where she prefers to let the work speak for itself. Collaborating with two very different yet equality talented partners in the fields of art and technology, Karen is looking to break new ground in entertainment by bringing immersive, convergent media programming to mainstream audiences.

**Susannah Rohloff – Project Manager (Principal)**

A born and bred Vancouverite, Susannah holds a BA from Simon Fraser University and a Technology Professional diploma from BCIT. Prior to co-founding Flourish Media, Susannah was National Program Manager for the Wired Woman Society.

Drawing upon her experience in event production, project management, operations, and website production, Susannah, along with her partners at Flourish, is now focusing her efforts on the convergent world of film, television and multimedia production. Her role at Flourish centres on business operations and creative concept development keeping all internal and external projects and programs running smoothly at all times.

**David Olsson – Creative/Technical Director (Principal)**

Dave is the creative director and lead technical engineer at Flourish Media. In a nutshell, he's the guy with all the great ideas and the skill to make it all happen. Before Dave joined the Flourish Media he was the technical engineer and lead programmer at the web design & development firm, Click Factory the predecessor to Flourish Media. Prior to his work with Click Factory, Dave has served as a Lead Programmer and Interactive Media Designer on a variety of multimedia projects including 'Glenn Gould's The New Listener' CD-ROM which recently won an EMMA award. Dave was a Keynote Speaker on interactive design at the Graphic Designers of Canada's AGM.

**Adam Gooch – Art Director**

Currently working as a freelance Art Director in New Media, Film and Television he was formerly the creative director and a principal of Click Factory Inc. Adam brings a wide variety of skills and influences to the table - from problem solving strategic creative challenges, art direction, design and writing to defining business practices and managing client contacts.

Prior to founding Click Factory Inc. Adam learnt his craft under the tutelage of some of Vancouver's other pioneer firms including Motion Works International, Made by Magik Productions and Realm Communications. His client experience includes ICBC, Milestones Restaurants, Visa Canada, Voyus, Cannacord Capital, ideaPark, Mindquake Software, YouAchieve.com, and Zespri International.

**Eric Johnson - Writer**

Eric is a copywriter and web editor with over ten years' experience in the industry. His start came as a freelance copywriter for Palmer Jarvis, after which his focus shifted to the internet technologies with the emergence of the web. He has been the editor for several companies including Click Factory, The Refinery Creative Strategies, Stormworks Inc., and the E-Commerce division of the Canadian Pacific Railway. Eric has extensive experience both writing and editing a wide variety of content including websites, articles, proposals, business plans, case studies, brochures, advertisements, speeches, etc. He also has extensive experience in website design and development strategies and in brand strategy and marketing communications.

**Keith Laidman – Interactive Designer & Programmer**

Keith is an illustrator and graphic designer with over 10 years experience working in both print and interactive media. Over the course of his career he has lent his talents to a wide range of projects, including web site design, Flash animation, corporate identities, CD-ROMs, motion graphics and video games. Past clients include ICBC, Black Box Games, Cogeny Communications and Illuminated Technologies. Keith holds a Diploma of Visual Arts from Camosun College.

**Anita David – Content Researcher**

Anita David is currently working with Flourish Media on a new media internship. Her last position was as an Entertainment Producer / Editor for myBC.com, myTO.com and Alberta.com in charge of Movies, Television and Dining. Prior to that, Anita held marketing and communication positions at the BC Institute of Film Professionals and the District of North Vancouver.

Anita holds a Diploma in Media from Capilano College and a Degree in English from Saint Mary's University. Her first love is writing and also visual media including film and digital editing. Through her experiences, Anita has been involved in the convergence of media and continues to explore the possibilities of using her skills in this direction.