



# The Eurotransmedia Project

Take part in concrete actions to change the EU media landscape





# What is transmedia?

## Transmedia is the future of Media industry

- The consortium has defined transmedia as follow:

“Transmedia worldbuilding represents a process where elements of a narration process get dispersed systematically across **multiple delivery channels** for the purpose of creating a **unified and coordinated experience**. The user is expected and/or is encouraged to generate content and **interact** becoming a contributor to the story. Ideally, each medium makes it own unique contribution to the unfolding of the narration process.”



# Eurotransmedia

## What is Eurotransmedia ?

Eurotransmedia is a European-funded project (FP7 Regions of knowledge) aiming at supporting the academia & industry in their transmedia approach.

## How long will it last ?

Officially started on September 1st, 2013 the project will run for three years, until September 2016.

## Who is involved in Eurotransmedia ?

We gather some of the most influent media clusters in Europe. Together we represent a critical mass of complementary skills all along the value chain.



# The Consortium







# The Advisory board



Jonas Andersson, Sony Mobile  
(SWE)



Madeleine Jean, Prompt (CA)



Nicoletta Lacobacci, EBU (CH)



Bruno Liesse, Dentsu Aegis  
(BE)



Mauricio Mota, Alchemists (BR)



François Pernot, Media Participations  
(BE)



Eduardo Pradanos (SP)



Robert Pratten, Conductr  
(UK)



Gaël Seydoux, Ubisoft (FR)



# Workplan





**EURO  
GRANT  
MEDIA**

Gathering media clusters to bridge digital content with emerging technologies

# What's in for you ?





## Added-value document on the European transmedia sector

- Vision document: by 2030 and beyond
- Strategic Research Agenda: bottlenecks and opportunities (artistic, techno, business)
- Joint Action Plan : series of actions coordinated by the regions, open to all stakeholders

VD & SRA available on demand and downloadable on:

[www.eurotransmedia.eu](http://www.eurotransmedia.eu)





# Setting up an inter-regional call for transmedia R&D projects

## Call topics:

1. Interoperability and scalability of formats and adaptation of quality
2. Tools for professional and user generated content semantic analysis
3. Innovative experiential technologies
4. Personal management of privacy of personal data
5. Content securisation and asset management indexation based on semantics adapted to transmedia contents
6. IP protection technologies adapted to transmedia distribution
7. Transmedia adapted audience measurement technologies



## International activities

### We are open to collaboration with non-European countries:

- At business level, through new direct business opportunities for European technologies and content
- At research level through the launch of new research cooperation topics in the framework of the International Action Plan.

Currently, contacts with **Canada**, **Brazil** but it is still open to other countries



## Shared interests and project ideas by Eurotransmedia

- Create a hub platform to provide IT solutions for Transmedia production
- Transmedia **challenges**
- Transmedia in European **Culture**
- Observatory of transmedia **best practices**
- Proposing a European harmonized **audience measurement** methodology for transmedia contents
- European **Master** in Transmedia
- Creation of a **convergent fund** to support transmedia creation
- Research about innovative **business models**
- Equity **crowdfunding** regulations on EU level
- Facilitation of **Transmedia experiments** and their dissemination in **other sectors** than the media industry

**currently in viability evaluation and initial funding process**



**Join us !**

Purpose of this presentation:

- **Looking** for companies and individuals who want to **help us** to shape our activities.
- Looking for interested parties to **participate** in the project initiatives.
- Let's discuss concrete EU projects on transmedia at the **ICT2015** in Lisbon !

**Take part in concrete actions to change the EU media landscape**



# EUROTRANS MEDIA

Gathering media clusters to bridge digital content with emerging technologies

**Transmedia Revolution :**  
Take part in concrete actions to change the EU media landscape

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