

## Welcome to the first edition of Medi@tic The News!



Medi@tic The News! is the official newsletter of the Regional Policies for Information Society and ICT development in the audiovisual sector project. The Medi@tic project is under the umbrella of the INTERREG IVC programme which helps regions of Europe work together to share experience in the areas of innovation, the knowledge economy, the environment and risk prevention.

The Information Society has drastically changed the way that consumers access audio-visual products (streaming, 3D, Internet, mobile technology, etc). As a result, the recent arrival of the Digital Era has created a substantial technology gap for the traditional audio-visual industries in Europe, which are adapting too slowly to these technological changes.

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practices between regions and sectors to help create new business and jobs.

The publication of Medi@tic The News! is an important means of communication to reach out to all its stakeholders. It is the way to disseminate relevant information to the project partners and to the interested people.

In this first newsletter, we are trying to present our project, the activities and meetings we have participated in through this first year of project life and the upcoming events. In every Medi@tic The News! we will have the collaboration of an expert and Katherine Blashki's article is the first contribution.

We would like to thank all project partners and individuals who has contributed to this newsletter. We hope Medi@tic The News! will provide interesting information about our project and the audiovisual cluster in our cities and countries.

TRINIDAD TORRES. HEAD OF COMMUNICATION MEDI@TIC. DECEMBER 2012

## Medi@tic project launched in Seville

18 April saw the launch of the Medi@tic project in Seville (Spain). In this meeting, the partners agreed about the next steps in the project.

During two days, the partners discussed about their objectives in the Medi@tic project and their experiences in improving local policies related to support business clusters in ICT and audiovisual and media industries.

All the partners' representatives were received by the Deputy Mayor of Employment and Economy of the Seville City Council, Gregorio Serrano, at the City Hall and Mr. Serrano explained that Seville's participation in international projects is very important for the local Government.



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## First Medi@tic workshop held in Kristiansand



Medi@tic is an Interreg IVc project focusing on strategies to strengthen the competitiveness of audio-visual industries. The project aims to create a competitive advantage for organizations among the 10 partners from 8 countries in the project.

The first project workshop was held in Kristiansand, Norway in September 2012. Beside many interesting lectures there was also room for discussions and guided tours at the premises of the brand new Noroff University College for design, communication, media, animation, film, music, network and CAD that hosted the meeting. Sharing experiences is one of the elements that will contribute to increased competitiveness of the partners.



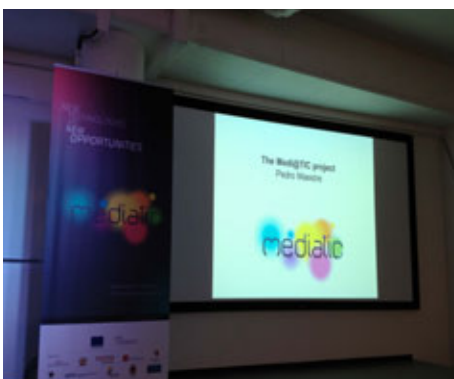
The international speakers in Kristiansand represented a wide range of expertise from different audiovisual subdisciplines. Professor Katherine Blashki from Noroff talked about concept of transmedia as Cross-platform, Cross-media, Multiplatform and end users having transformed from passive recipients to active participants simultaneously creating content within their virtual global network while consuming several streams content on different platforms. Daniel Nordgård (University of Agder) presented his research on new markets, new technologies and digital rights. Challenges and opportunities were discussed on the example of web based streaming services.



The incubator company Innoventus gave concrete examples of their work with startup companies and their way to assist entrepreneurs in building up successful businesses. Their work was exemplified by two of their cases. The first was Smart Care, which is a company developing and marketing medical smart phone apps helping for example diabetes patients to have a safer everyday life. The second case Virtex presented their impressive WebExpo software platform made for developing web-based applications with emphasis on optimal performance and state of the art real-time 3D-graphics. Building on Virtex WebExpo, Virtex delivers custom made applications for modern web browsers.



Following the startup cases the final stage EU project First Motion introduced their goal to develop a distribution platform for digital content to reach new markets and value-chains.



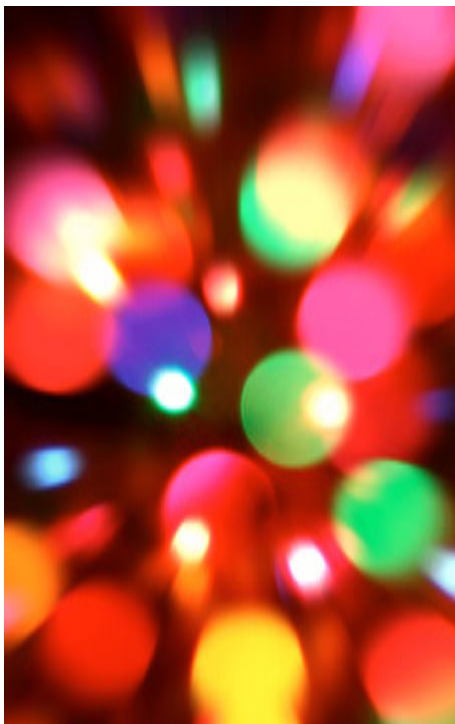
Accompanying the Medi@tic project partners from the municipality of Genova Ivan Orvieto was visiting Kristiansand and introducing the game company TESTALUNA. The company is focusing on the productions of two types of games: educational games and mini games for smartphones and tablets. Subsequently to the presentation of a single company, Ernst Sundt presented the concept of the regional ICT cluster Digin. Digin aims to create an arena for cooperation for companies competing regionally in the same sector. He underlined the many benefits of working together, especially in a small geographic area like southern Norway with a limited regional market the cooperation of competitors or co-competition can be a basic prerequisite for being able to compete nationally and internationally.

During the last part of the workshop the South Norway Film Fund - a regional Film Commission based in Kristiansand for the support of short films and documentaries and the South Norway TV and movie association - organizing students, freelancers, companies and educational institutions - presented their work. The program was topped off by the pride of Kristiansand and southern Norway; the brand new performing arts center Kilden. Meaning source, all participants we're sure that the concert and opera house will be the source of many innovative and high quality cultural events in the future. The Medi@tic workshop in Kristiansand was the successful start of a promising project and the partners we're already then looking forward to their next gathering in Genova, Italy.

# Transmedia: creating meaning and engagement for your audience

Katherine Blashki PhD, Professor of Interactive Media, NOROFF Kristiansand

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Transmedia is variously described as Cross-platform, Cross-media, Multiplatform, even World-building, but whatever we call it, not since the Gutenberg printing press in 1439 has there been such a change in the ways in which we access, use and disseminate information to communicate with each other. Communicating with an audience across platforms, whether for advertising, entertainment, education etc, we often use a message or theme.

Whilst many of these messages have a causal relationship and may even tell a story, real engagement between the audience and the messages is often missing, and the audience has little incentive to interact with the messages in a way that connects them meaningfully. A story assists the audience in making those connections. Storytelling is innate to our ability to communicate with each other, and whether it was around a cooking fire, before the battle, at the journeyman's inn, on the wireless or on the screen, we use stories to help our audience understand our message.

Structurally, all storytelling could be perceived as a series of events that are connected by some sort of causal relationship. When we introduce interactivity, we are asking the audience to actively participate in some of the major points of action within the story. Transmedia storytelling invites the audience to actively participate and interact with story events across different platforms.

The challenge for the Transmedia production is to ensure the audience still engages in a satisfying, unified experience across different platforms and at different stages. Importantly, despite the various platforms and stages, each piece of the story contributes something unique and valuable to the experience, it is not just simple repetition of content across web, mobile and ipad. A true transmedia experience invites and inspires exploration to ensure the audience not only participates but also actively contributes to the story, their own experience and that of other participants. The audience becomes a co-creator of the story whether it is for advertising a brand, learning new skills and knowledge or simply enjoying leisure time.

The benefits of using transmedia experiences thus become obvious. Teachers have students with emotional, social and cognitive engagement with, and "ownership" of, content. Advertisers have a loyal audience with real investment in the story through participation and co-creation. The entertainment industry has a deeply engaged community whose loyalty is assured through co-creation of storylines.

The audience of 2013 will have access to ubiquitous social media and through their content co-creation share it with everyone, everywhere. The primary audience A significant number of young people are always "on" with their very own personalised, portal to the world. The digital native (anyone born after 1982) expects to have access to content across all platforms, at all times within their digital habitat.

STORY WORLDWIDE'S STORYTELLING MATRIX: [HTTP://WWW.BRANDSTORIES.NET/2012/10/11/STORY-WORLDWIDES-STORYTELLING-MATRIX/](http://www.brandstories.net/2012/10/11/story-worldwides-storytelling-matrix/)

## A public workshop in Genoa for speaking about the audiovisual and creative industry



The Municipality of Genoa continues to focus on creative industries as a driving force for economic and social development of the city.

Genoa hosted the third meeting of the Medi@tic project. During the event, organised on November 13th in collaboration with Genova Liguria Film Commission, a public workshop was held.

The workshop, entitled 'Production for new media digital-how small companies can compete in the global market', included a speech by Elena Lai on the issue of piracy and business models from an European point of view and a Peter de Maegd presentation about new platforms and viral marketing.

Some best practices were explained in the fields of technological innovation applied to audiovisual. From Genoa, Andrea Brogni and Dario Mazzanti presented examples of integration between virtual reality and visual art, from Latvia, Davis Dorss discussed the relation between art and technology and Matthew Sammut, from Malta, presented the Institute of Computer Education.

The project partners visited the audiovisual companies incubator, Villa Bombrini, the Cineporto of Cornigliano and the international research center Casa Paganini.

### Upcoming events !

29 January 2013

Medi@tic 4th Steering Committee Meeting  
Malta

30 January 2013

Public Workshop:  
"Cross-sectoral and Interregional cooperation-Cluster building for the MultiMedia sector to promote sectoral growth"  
Malta