

From major studios to micro-distributors, experiments in transmedia - screen storytelling in a networked world - have taken many forms. There have been blockbuster games, film characters with their own social network pages, fictitious websites: a dizzying array of attempts, many with mixed results. Ensuring success is hard: attracting audiences, managing digital production and safeguarding creative integrity are all big challenges.

This workshop, designed for producers, directors and writers, gives a general overview of these formats, a clear insight into their value and opportunity, and strategies for how this content can be effectively integrated into the production process. The day will include an in-depth exploration of 221B, written and designed by Hide&Seek for Warner Bros in 2009.

An Introduction to Transmedia

***Transmedia:
a toolset for
producers***

**Wed 27th
October 2010**

10:00 am - 5:30 pm
Soho Theatre,
21 Dean Street, London W1
Book at scriptfactory.co.uk

"...without question, 221B is on the vanguard of things to come in social media, and has earned a place as a jewel in the crown of narrative ventures."
The Social Robot

Hide&Seek
Inventing new kinds of play

THE **SCRIPT**
FACTORY