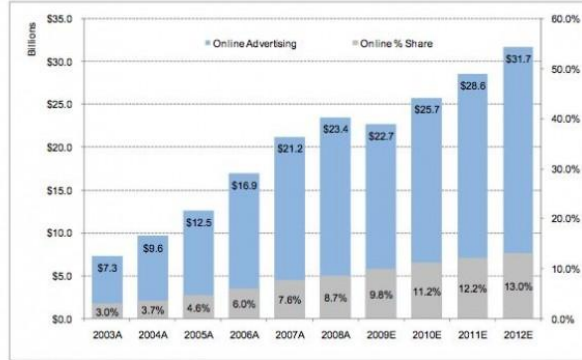


What is TransMedia?

Monetizing Every Video View ...

Figure 8: Online Ad Spend as % of Offline 2003A-2012E



Source: Deutsche Bank, IAB, Magna

**MEDIA
INTEGRATIONS &
PROMOTIONS**



TLP LLC
TransMedia
Productions

**4 Screens
Syndication
Packaging**

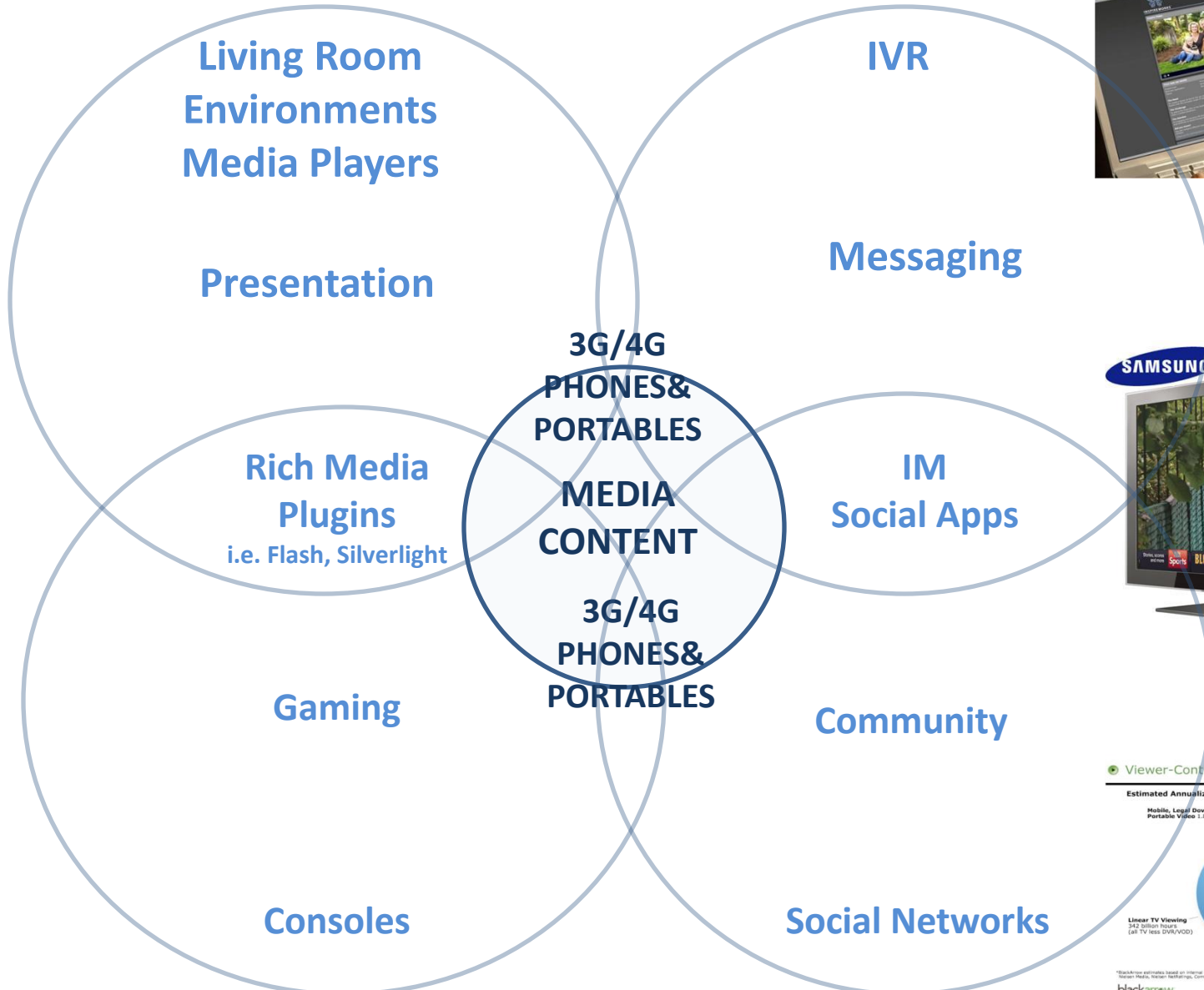
**Broadcast
NarrowCast
Digital Signage
Mobile
Connected TVs**

**Monetizing
Every View**

The Legacy Productions (TLP) with its Strategic Affiliates is a TransMedia company devoted to the ideation, development and exploitative syndication of media properties. We consult, develop, produce and assist with marketing original and licensed creative works for distribution in TransMedia cross-platforms. The Legacy Productions provides creative and storyboarding services within multiple Story-Worlds environments, consulting and production execution and strategies to broadcast and narrowcast media and production interests that seek to develop TransMedia cross-platforms and promotions of new and re-purposed content libraries. TLP can perform these roles in a variety of ways. We primarily work in a TransMedia executive or co-production context. Less intensive commitments can be accommodated through service agreements.

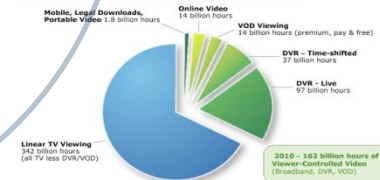
TransMedia Chart

Content Integrations & Platforms



Viewer-Controlled Video Consumption: 2010

Estimated Annualized U.S. Person Hours of Media Usage*



*BlackBerry estimates based on internal DVD/VOD equipment estimates and publicly reported data from Nielsen Media, Nielsen NetRatings, Comscore and eMarketer.

blackberry

TransMedia + a Story World = Engagement

TransMedia Strategies are enhanced by Web 3.0 digital Storytelling Opportunities. It is sometimes called a shared “*Story World*” approach where transmedia strategies explore new creative and economic opportunities for **monetizing every new view of the shared and new content**. When audiences are invited to contribute to an entertainment experience in a variety of ways, **multiple opportunities for Anchor Sponsor and advertiser and AUDIENCE** engagement arises that cannot be found in a tradition Broadcast environment.

Such a new **Story World** often begins with a single story and a single property. It could be a novel, a graphic novel, a movie, a TV serial, dramatic or news program. And it may begin as a serialized narrative: say, **a TV show, a comic series, or a movie or documentary property**. It may also represent only art forms (i.e., images, photographs, etc.), role-playing or alternate reality gaming properties, or an animated cartoon series. Irrespective of the mediums involved (i.e. and the medium is the message) or the source content (new or re-purposed), a shared Story World narrative is not the same as a single work. As its label describes, it is an entire *world* a new universe of story based economic opportunities diversified and strong enough to support multiple new monetized, creative works but flexible enough to encourage and support audience participation.

STORYTELLING ACROSS MULTIPLE SCREENS

the legacy productions

TRANSMEDIA

- THE USE OF MULTIPLE MEDIA PLATFORMS DOES NOT MAKE A TRANSMEDIA PROJECT
- IT'S ABOUT CREATING A WORLD IN WHICH TO TELL A STORY
- THE STORY MUST BE ADAPTED TO EACH OF THE MEDIA ON WHICH IS GOING TO BE TOLD IT'S NOT ABOUT REPLICATING
- THE TECHNOLOGY IS ONLY THE MEAN BUT THE MEANS DON'T JUSTIFY THE END
- THE WORLD IS FULL OF SCREENS
- THE AUDIENCE WANTS TO TAKE PART
- LET THE "USERS" LIVE THEIR OWN STORY
- LOSE CONTROL OF YOUR STORY NO LONGER IS YOUR STORY
- CONNECT ONLINE AND OFFLINE REALITIES
- TWO GOOD EXAMPLES OF TRANSMEDIA STORYTELLING. [THE WITNESS](#) AND [VOOK](#)
- TRANSMEDIA & CROWDFUNDING. TWO CONCEPTS CLOSELY LINKED THOUGH NOT NECESSARILY EXAMPLE [THE COSMONAUT](#) MOVIE
- TRANSMEDIA STORYTELLING SHOULD NOT BE USED ONLY FOR FICTION
- THE POWER OF STORY FROM THE ISOTYPE TO THE INFINITY
- TWO PERSONAL EXAMPLES OF HOMESPUN TRANSMEDIA. [TOKITAN TV](#) AND [IBL2D](#)

MONETIZING ALL CONTENT ACROSS MULTIPLE PLATFORMS