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**This book teaches readers
how global trends define the**

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marketplace for saleable
screenplays in key
international territories as
well as the domestic market.
Veteran writer, producer,
and director Andrew Stevens
gives you the insider edge
you need to write for the

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global marketplace, sharing his decades of experience producing and financing everything from micro-budget independent films to major studio releases. In leveraging Stevens' comprehensive experience,

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**you will learn how to
determine specific subject
matter, genre, and story
elements to make the most of
international sales trends,
and harness the power of
these insider strategies to
craft a screenplay that is**

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poised to sell.

The critically-acclaimed BBC television series Sherlock (2010–) re-envisioned Sir Arthur Conan Doyle's detective for the digital age, joining participants in the active traditions of

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Sherlockians/Holmesians and fans from other communities, including science fiction, media, and anime. This collection explores the cultural intersections and fan traditions that converge in Sherlock and its fandoms.

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Essays focus on the industrial and cultural contexts of Sherlock's release, on the text of Sherlock as adaptation and transformative work, and on Sherlock's critical and popular reception. The

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volume's multiple perspectives examine Sherlock Holmes as an international transmedia figure with continued cultural impact, offering insight into not only the BBC series itself, but also

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**into its literary source,
and with it, the
international resonance of
the Victorian detective and
his sidekick. Instructors
considering this book for
use in a course may request
an examination copy here.**

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Digital Storytelling shows you how to create immersive, interactive narratives across a multitude of platforms, devices, and media. From age-old storytelling techniques to cutting-edge development

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**processes, this book covers
creating stories for all
forms of New Media,
including transmedia
storytelling, video games,
mobile apps, and second
screen experiences. The way
a story is told, a message**

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is delivered, or a narrative is navigated has changed dramatically over the last few years. Stories are told through video games, interactive books, and social media. Stories are told on all sorts of

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different platforms and through all sorts of different devices. They're immersive, letting the user interact with the story and letting the user enter the story and shape it themselves. This book

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features case studies that cover a great spectrum of platforms and different story genres. It also shows you how to plan processes for developing interactive narratives for all forms of entertainment and non-

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**fiction purposes: education,
training, information and
promotion. Digital
Storytelling features
interviews with some of the
industry's biggest names,
showing you how they build
and tell their stories.**

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“What the future fortunes of [Gramsci’s] writings will be, we cannot know. However, his permanence is already sufficiently sure, and justifies the historical study of his international reception. The present

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collection of studies is an indispensable foundation for this.” –Eric Hobsbawm, from the preface Antonio Gramsci is a giant of Marxian thought and one of the world's greatest cultural critics. Antonio A. Santucci

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is perhaps the world's
preeminent Gramsci scholar.
Monthly Review Press is
proud to publish, for the
first time in English,
Santucci's masterful
intellectual biography of
the great Sardinian scholar

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and revolutionary. Gramscian terms such as “civil society” and “hegemony” are much used in everyday political discourse. Santucci warns us, however, that these words have been appropriated by both

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radicals and conservatives
for contemporary and often
self-serving ends that often
have nothing to do with
Gramsci's purposes in
developing them. Rather what
we must do, and what
Santucci illustrates time

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and again in his dissection of Gramsci's writings, is absorb Gramsci's methods. These can be summed up as the suspicion of "grand explanatory schemes," the unity of theory and practice, and a focus on the

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details of everyday life.

With respect to the last of these, Joseph Buttigieg says in his Nota: “Gramsci did not set out to explain historical reality armed with some full-fledged concept, such as hegemony;

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rather, he examined the minutiae of concrete social, economic, cultural, and political relations as they are lived in by individuals in their specific historical circumstances and, gradually, he acquired an

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increasingly complex understanding of how hegemony operates in many diverse ways and under many aspects within the capillaries of society.” The rigor of Santucci’s examination of Gramsci’s

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life and work matches that
of the seminal thought of
the master himself. Readers
will be enlightened and
inspired by every page.
A creator's guide to
interactive entertainment
Applications and Case

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Studies

**Screenwriting for Profit
On the Fringes of Literature
and Digital Media Culture
Promotional Screen
Industries
Creating Value and Meaning
in a Networked Culture**

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**Independent Filmmaking and
Digital Convergence**

Much of the world has access to internet and social media. The internet has quickly become a new hub for not only communication, but also community development. In most communities,

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people develop new cultural norms and identity development through social media usage. However, while these new lines of communication are helpful to many, challenges such as social media addiction, cyberbullying, and misinformation lurk on the internet and

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threaten forces both within and beyond the internet. The Research Anthology on Usage, Identity, and Impact of Social Media on Society and Culture is a comprehensive resource on the impact social media has on an individuals ' identity formation as well as its usage

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within society and cultures. It explores new research methodologies and findings into the behavior of users on social media as well as the effects of social media on society and culture as a whole. Covering topics such as cultural diversity, online deception, and youth

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impact, this major reference work is an essential resource for computer scientists, online community moderators, sociologists, business leaders and managers, marketers, advertising agencies, government officials, libraries, students and faculty of higher education,

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researchers, and academicians.

Transmedia Marketing: From Film and TV to Games and Digital Media skillfully guides media makers and media marketers through the rapidly changing world of entertainment and media marketing. Its groundbreaking

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transmedia approach integrates storytelling and marketing content creation across multiple media platforms – harnessing the power of audience to shape and promote your story. Through success stories, full color examples of effective marketing techniques in action,

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and insight from top entertainment professionals, Transmedia Marketing covers the fundamentals of a sound 21st century marketing and content plan. You ' ll master the strategy behind conducting research, identifying target audiences, setting goals, and branding

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your project. And, you ' ll learn first-hand how to execute your plan ' s publicity, events, advertising, trailers, digital and interactive content, and social media. Transmedia Marketing enlivens these concepts with: Hundreds of vibrant examples from across media platforms

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– The Hunger Games, Prometheus,
The Dark Knight, Bachelorette, The
Lord of the Rings, Despicable Me 2,
Food, Inc., Breaking Bad, House of
Cards, Downton Abbey, Game of
Thrones, Top Chef, Pok é mon,
BioShock Infinite, Minecraft, Outlast,

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Titanfall, LEGO Marvel Super Heroes, Halo 4, Lonelygirl15, Annoying Orange
Real-world advice from 45 leading industry writers, directors, producers, composers, distributors, marketers, publicists, critics, journalists, attorneys, and executives from markets, festivals,

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awards, and guilds Powerful in-depth case studies showcasing successful approaches – A.I. Artificial Intelligence, Mad Men, Lizzie Bennet Diaries, Here Comes Honey Boo Boo, and Martin Scorsese Presents the Blues Extensive Web content at

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www.transmediamarketing.com
featuring a primer on transmedia
platforms – film, broadcast, print,
games, digital media, and experiential
media; expanded case studies; sample
marketing plans and materials; and
exclusive interviews With Transmedia

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Marketing, you ' ll be fully versed in the art of marketing film, TV, games, and digital media and primed to write and achieve the winning plan for your next media project.

On the Fringes of Literature and Digital Media Culture presents a polyphonic

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account of mutual interpenetrations of literature and new media, highlighting the impact of digital culture on the user experience and the modes of social communication and interaction.

Television is changing almost beyond recognition. In the battle for consumers,

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social media sites, smart phones and tablets have become rivals to traditional linear TV. However, audiences and producers are also embracing mobile platforms to enhance TV viewing itself. This book examines the emerging phenomenon of the second screen:

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where users are increasingly engaging with content on two screens concurrently. The practice is transforming television into an interactive, participatory and social experience. James Blake examines interactive television from three crucial

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angles: audience motivation and agency, advances in TV production and the monetisation of second screen content. He also tracks its evolution by bringing together interviews with more than 25 television industry professionals - across the major UK channels - including

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commissioning editors, digital directors, producers and advertising executives.

These reveal the successes and failures of recent experiments and the innovations in second screen projects. As the second screen becomes second nature for viewers and producers, the risks and

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opportunities for the future of television are slowly beginning to emerge.

Television and the Second Screen will offer students and scholars of television theory, industry professionals and anyone with an abiding interest in television and technology, an accessible

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and illuminating guide to this important cultural shift.

Advertising Campaign Strategy: A Guide to Marketing Communication Plans
Transmedia and Beyond
Writing for Animation, Comics, and Games

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Write Your Way into Animation and
Games

Crowdsourcing for Filmmakers

The Business of Media Distribution

Comic-Con and the Business of Pop

Culture: What the World ' s Wildest

Trade Show Can Tell Us About the

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Future of Entertainment

Independent Filmmaking and Digital Convergence: Transmedia and Beyond offers a comprehensive analysis of the technological changes of the past few decades in independent film and media-making, and explores new strategies

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and practices in media production, exhibition and distribution for independent producers and content creators. The book examines how independent filmmaking concepts have merged with digital and online technologies to create new hybrid multi-

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platform content creations. It explores key questions like how to reach an audience at a time when media conglomerates and their products dominate the market, and simultaneously, there is an overabundance of content competing

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for viewer time. The book investigates what kind of stories we tell and why; how the audience has changed, and what their expectations are; what the various niche markets are for independent producers and creators in new media; and new models for media

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financing and distribution. The content found in this book: Bridges the gap between professional media-makers and amateurs by focusing on new and emerging media models and practices. Provides a holistic view of the new media landscape, and practical advice

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on producing content in the new multi-platform media environment.

Demonstrates how to create financially sustainable models for independent producers and creators in a shifting and unstable environment, providing many challenges, but also

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*opportunities for independents. The
author's website*

(<http://www.filmconvergence.com/>)

*supports this book with case studies,
news and updates.*

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get your project chosen in the future.*

Important Notice: Media content

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referenced within the product description or the product text may not be available in the ebook version.

Award-winning cine-maVRicks Eric R. Williams, Carrie Love and Matt Love introduce virtual reality cinema (also known as 360° video or cine-VR) in

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this comprehensive guide filled with insider tips and tested techniques for writing, directing and producing effectively in the new medium. Join these veteran cine-VR storytellers as they break down fundamental concepts from traditional media to demonstrate

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how cine-VR can connect with audiences in new ways. Examples from their professional work are provided to illustrate basic, intermediate and advanced approaches to crafting modern story in this unique narrative space where there's no screen to

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contain an image and no specific stage upon which to perform. Virtual Reality Cinema will prepare you to approach your own cine-VR projects via: Tips and techniques for writing, directing and producing bleeding-edge narrative cine-VR projects; More than a hundred

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photos and illustrations to explain complex concepts; Access to more than two hours of on-line cine-VR examples that you can download to watch on your own HMD; New techniques developed at Ohio University's Game Research and Immersive Design

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(GRID) Lab, including how to work with actors to embrace Gravity and avoid the Persona Gap, how to develop stories with the Story Engagement Matrix and how to balance directorial control and audience agency in this new medium. This book is an absolute

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must read for any student of filmmaking, media production, transmedia storytelling and game design, as well as anyone already working in these industries that wants to understand the new challenges and opportunities of virtual reality cinema.

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Don't restrict your creative property to one media channel. Make the essential leap to transmedia! From film to television to games and beyond, "Storytelling Across Worlds" gives you the tools to weave a narrative universe across multiple platforms and meet the

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*insatiable demand of today's audience for its favorite creative property. This, the first primer in the field for both producers and writers, teaches you how to: * Employ film, television, games, novels, comics, and the web to build rich and immersive transmedia*

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*narratives * Create writing and production bibles for transmedia property * Monetize your stories across separate media channels * Manage transmedia brands, marketing, and rights * Work effectively with writers and producers in different*

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*areas of production * Engage audiences with transmedia storytelling
Up-to-date examples of current transmedia and cross-media properties accompany each chapter and highlight this hot but sure-to-be enduring topic in modern media."*

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Transmedia Storytelling

Digital Storytelling

*From Film and TV to Games and
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Europe*

Narrative Tips and Techniques

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Content Strategies for the 5th Screen

The Rise of Transtexts

**Interactive Narratives and Transmedia
Storytelling provides media students
and industry professionals with
strategies for creating innovative new
media projects across a variety of
platforms. Synthesizing ideas from a**

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range of theorists and practitioners across visual, audio, and interactive media, Kelly McErlean offers a practical reference guide and toolkit to best practices, techniques, key historical and theoretical concepts, and terminology that media storytellers and creatives need to create compelling

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interactive and transmedia narratives. McErlean takes a broad lens, exploring traditional narrative, virtual reality and augmented reality, audience interpretation, sound design, montage, the business of transmedia storytelling, and much more. Written for both experienced media practitioners and

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those looking for a reference to help bolster their creative toolkit or learn how to better craft multiplatform stories, Interactive Narratives and Transmedia Storytelling serves as a guide to navigating this evolving world. "Spreadable Media" maps fundamental changes taking place in the

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contemporary media environment, a space where corporations no longer tightly control media distribution. This book challenges some of the prevailing frameworks used to describe contemporary media.

Storytelling Across Worlds Transmedia for Creatives and Producers Focal Press

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Implement a successful content strategy that optimizes the return-on-message performance of your digital signage program. Learn the message attributes for each of the three core network types (Point of Wait, Point of Sale, and Point of Transit), how to measure the program's effectiveness and strike a

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balance that uses messages effectively alongside the other advertising campaign elements. Through the included interviews, gain access to the wisdom of more than 45 experts, each of whom has deployed and operated successful digital signage networks. The companion website,

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www.5thscreen.info, features real-world implementations and video blog programming that includes interviews with industry notables. You'll learn how to: create a strategic communications blueprint and style guide for your network keep content flowing automatically-and therefore remaining

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**relevant use data on viewers and traffic
to build a programming schedule legally
acquire and repurpose content more
accurately predict where the future of
content will lead Foreword by Joe Pine
and Jim Gilmore authors of "The
Experience Economy" and
"Authenticity"**

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Convergence Culture

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Era of Media Convergence in Higher
Education**

Funding media for social change

Indie Film and the Power of the Crowd

**Transmedia for Creatives and
Producers**

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**International Journal of Transmedia
Literacy (IJTL). Vol 4 (2018):
Expanding Universes. Exploring Games
and Transmedial Ways of World-
building
Sherlock and Transmedia Fandom
Transmedia Marketing: From Film
and TV to Games and Digital Media**

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is a ground-breaking guide to the rapidly changing world of entertainment and media marketing by Anne Zeiser. In the 21st century, media platforms are becoming more alike – film is less linear and games are more

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cinematic – and entertainment and its marketing are often indistinguishable. Transmedia Marketing is the first book to approach content creation and content marketing on multiple platforms as a single, holistic

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transmedia storytelling instinct designed to engage audiences. Offering case studies from all media platforms, insight from leading entertainment professionals, and full color graphics, Transmedia Marketing

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covers the marketing of many media platforms and the marketing across many media platforms – from branding, industry events, and media relations to trailers, digital content, and the socialized screen. Anne

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Zeiser helps you to harness the power of your transmedia audiences by transforming them into your ambassadors, shaping and marketing your story. From the trailers and promos that surround film and television to the

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ads and brand videos that are sought out and shared, promotional media have become a central part of contemporary screen life. Promotional Screen Industries is the first book to explore the sector responsible for

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this thriving area of media production. In a wide-ranging analysis, Paul Grainge and Catherine Johnson explore the intermediaries – advertising agencies, television promotion specialists, movie trailer houses,

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digital design companies – that compete and collaborate in the fluid, fast-moving world of promotional screen work. Through interview-based fieldwork with companies and practitioners based in the UK, US and China,

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Promotional Screen Industries encourages us to see promotion as a professional and creative discipline with its own opportunities and challenges. Outlining how shifts in the digital media environment have

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unsettled the boundaries of
' promotion ' and ' content ' ,
the authors provide new insight
into the sector, work, strategies
and imaginaries of contemporary
screen promotion. With case
studies on mobile communication,

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television, film and live events, this timely book offers a compelling examination of the industrial configurations and media forms, such as ads, apps, promos, trailers, digital shorts, branded entertainment and experiential

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media, that define promotional screen culture at the beginning of the twenty-first century. Tracing the industrial emergence of transmedia storytelling—typically branded a product of the contemporary

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digital media landscape—this book provides a historicised intervention into understandings of how fictional stories flow across multiple media forms. Through studies of the storyworlds constructed for The Wizard of Oz,

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Tarzan, and Superman, the book reveals how new developments in advertising, licensing, and governmental policy across the twentieth century enabled historical systems of transmedia storytelling to emerge, thereby

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providing a valuable contribution to the growing field of transmedia studies as well as to understandings of media convergence, popular culture, and historical media industries.

"The objective is to contribute to

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management theory and assist practitioners and researchers in addressing and managing digital transformation"--

Research Anthology on Usage, Identity, and Impact of Social Media on Society and Culture

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Early Twentieth-Century
Transmedia Story Worlds
Writing for the Global Marketplace
Comics for Film, Games, and
Animation
Handbook of Research on
Transmedia Storytelling and

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Narrative Strategies

Unleashing the Power of Digital Signage

The role of the film marketer is both vital and challenging. Promotion is one of the industry's biggest costs, with the campaign of a large film costing up to half its production budget. Box office results,

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however, are wildly unpredictable:
relatively few films a year make a profit.
These market conditions make this a
unique industry and film marketing a
specific and demanding skill set that
requires attention early in the career of any
marketing student looking to progress in
the industry. This new edition of Film

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Marketing is a thorough update of the first textbook in film promotion. Like in the first edition, Kerrigan takes a socio-cultural, as well as a business view of film marketing and its impact, covering different approaches to promotion according to different aims and audiences internally and externally, and across the

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world. This book addresses all areas of film marketing from the rigorous perspective of someone with first-hand knowledge of the trade. This new edition also includes: Additional pedagogy and visual examples to reinforce key points A more international range of cases and coverage of non-Western markets to give a

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global overview of film marketing across the world New and expanded sections on social media, digital promotion, transmedia and crowdfunding This is the original film marketing text which no engaged film or marketing student should be without.

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and Transmedial Ways of World-building, Raine Koskimaa, Krzysztof Maj, Ksenia Olkusz - The Narrative Consistency of the Warcraft Movie, Jonathan Barbara - Lost in Transmediation. Transmedial Adaption of Videogames and GDNA Theory, Sven Dwulecki - Language Danger: Metal Gear Solid V and the Weaponization of English,

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Heidi Ann Colthup - "Live - Die - Repeat".

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The Time Loop as a Narrative and a Game
Mechanic, Linda Lahdenperä - Guest
Editors' Profiles

Feature and Narrative Storytelling for
Multimedia Journalists is the first text that
truly focuses on the multimedia and
documentary production techniques
required by professional journalists. Video

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and audio production methods are covered in rich detail, but more importantly, various storytelling techniques are explored in depth. Likewise, author Duy Linh Tu tackles the latest topics in multimedia storytelling, including mobile reporting, producing, and publishing, while also offering best practices for using social

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media to help promote finished products.

Whether you're a student, a professional seeking new techniques, or simply looking to update your skills for the new digital newsroom, this book will provide you with the information and tools you need to succeed as a professional journalist.

Integrated: The lessons in this book deftly

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combine traditional media production principles with storytelling craft. It is written with the perspective of modern professional journalists in mind. Practical: While rich with theory, this text is based on the real-world work of the author and several of his colleagues. It features Q&As with some of the best editors and video

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producers from top publications, including NPR, Vice, and Detroit Free Press, as well as profiles of leading video news organizations such as Frontline, Mediastorm, and Seattle Times. Proven: The author uses pedagogy from the world-renowned Columbia Journalism School as well as case studies from his own award-

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winning work. Interactive: The text is exercise- and drill-based, and the companion website provides multimedia examples and lesson files, as well as tutorials, case studies, and video interviews.

Directing for the Screen is a collection of essays and interviews exploring the

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business of directing. This highly accessible guide to working in film and television includes perspectives from industry insiders on topics such as breaking in; developing and nurturing business relationships; the director's responsibilities on set and in the field; and more. Directing for the Screen is an ideal companion to

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filmmaking classes, demystifying the industry and the role of the director with real-world narratives and little-known truths about the business. With insight from working professionals, you'll be armed with the information you need to pursue your career as a director. Contains essays by and interviews with television

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directors, feature directors, documentary filmmakers, commercial directors, producers, and professors. Offers expert opinions on how to get started, including landing and succeeding in an internship and getting your first gig. Reveals details about working with actors, overseeing the work of often hundreds of crewmembers,

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writing last-minute on set, and developing a working relationship with producers and screenwriters. Explores strategies for doing creative work under pressure, finding your directorial voice, financing shorts and independent films, breaking down barriers and overcoming discrimination, shooting in less-than-ideal situations, and recovering

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from bad reviews or box office results.

Illuminates the business of directing in the United States (New York and Los Angeles) as compared to other countries around the globe, including England, Ireland, Spain, Australia, Denmark, Pakistan, Belgium, and Canada.

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Multimedia Journalists

Handbook of Research on Digital

Transformation Management and Tools

A Framework of Human Systems

Engineering

Story Money Impact: Funding Media for

Social Change

Storytelling Across Worlds

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Directing for the Screen

Virtual Reality Cinema

*Explores the breadth and
versatility of Human Systems
Engineering (HSE) practices
and illustrates its value in
system development A
Framework of Human Systems*

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Engineering: Applications and Case Studies offers a guide to identifying and improving methods to integrate human concerns into the conceptualization and design of systems. With contributions from a panel

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*of noted experts on the
topic, the book presents a
series of Human Systems
Engineering (HSE)
applications on a wide range
of topics: interface design,
training requirements,
personnel capabilities and*

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limitations, and human task allocation. Each of the book's chapters present a case study of the application of HSE from different dimensions of socio-technical systems. The examples are organized using

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*a socio-technical system
framework to reference the
applications across multiple
system types and domains.
These case studies are based
in real-world examples and
highlight the value of
applying HSE to the broader*

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engineering community. This important book: Includes a proven framework with case studies to different dimensions of practice, including domain, system type, and system maturity Contains the needed tools

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*and methods in order to
integrate human concerns
within systems Encourages
the use of Human Systems
Engineering throughout the
design process Provides
examples that cross
traditional system*

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*engineering sectors and
identifies a diverse set of
human engineering practices
Written for systems
engineers, human factors
engineers, and HSI
practitioners, A Framework
of Human Systems*

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Engineering: Applications and Case Studies provides the information needed for the better integration of human and systems and early resolution of issues based on human constraints and limitations.

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Story Money Impact: Funding Media for Social Change by Tracey Friesen is a practical guide for media-makers, funders, and activists who share the common goal of creating an impact with their work.

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Today, social-issues storytellers are sharpening their craft, while funders with finite resources focus on reach, and strategic innovators bring more robust evaluation tools. Friesen illuminates the spark at the

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core of these three pursuits. Structured around stories from the front lines, Story Money Impact reveals best practices in the areas of documentary, digital content, and independent journalism. Here

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you will find:

- *Twenty-one stories from people behind such powerful works as CITIZENFOUR, The Corporation, Virunga, Being Caribou, Age of Stupid, and Food Inc.*
- *Six key story ingredients for creating*

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compelling content. • Six possible money sources for financing your work. • Six impact outcome goals to further your reach. • Seven practical worksheets for your own projects. • A companion website located at

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www.storymoneyimpact.com

*containing up-to-date
information for those
seeking the tools and
inspiration to use media for
social change.*

*Tyler Weaver teaches you how
to integrate comic*

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*storytelling into your own
transmedia work by exploring
their past, present, and
future. He discusses the
creation of the unique
mythologies in comic stories
and digs into the details of
comic construction, from*

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*ancing to scripting to
collaboration.*

*This volume builds on
previous notions of
transmedia practices to
develop the concept of
transtexts, in order to
account for both the*

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industrial and user-generated contributions to the cross-media expansion of a story universe. On the one hand exists industrial transmedia texts, produced by supposedly authoritative authors or entities and

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directed to active audiences in the aim of fostering engagement. On the other hand are fan-produced transmedia texts, primarily intended for fellow members of the fan communities, with the Internet allowing for

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*connections and
collaboration between fans.
Through both case studies
and more general analyses of
audience participation and
reception, employing the
artistic, marketing,
textual, industrial,*

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*cultural, social,
geographical, technological,
historical, financial and
legal perspectives, this
multidisciplinary collection
aims to expand our
understanding of both
transmedia storytelling and*

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*fan-produced transmedia
texts.*

*Imagery, Shapes and
Techniques*

Spreadable Media

*Dramatic Storytelling &
Narrative Design*

A Writer's Guide to Video

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*Games and Transmedia
Challenges and Opportunities
Television and the Second
Screen*

Transmedia Marketing

Stories, whether they are fact or
fiction, popular or not, are a

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proven method of pedagogy. In the age of media convergence and with the advancement of technology, stories have morphed into new forms; however, their core purpose remains the same, which is to

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pass on knowledge and information. The internet, with its inherent interactivity, and story, with its inherent capacity to engage, can lead to innovative and transformative learning experiences in media-rich

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environments. This book focuses on web-based Transmedia Storytelling Edutainment (TmSE) as an andragogical practice in higher education. Story is at the forefront of this investigation because narrative is the basis for

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developing entertainment media franchise that can be incorporated into pedagogical practice. The propulsion of this analysis consists of practice-based research through narrative inquiry and an e-module case

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study presented on multimedia storytelling in the classroom. A Transmedia Storytelling Framework is provided for creating screenplays for cross-media projects and for analyzing their appropriateness in

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education. Additionally, a hypertext screenplay, which allowed students to dig deeper into the story word and to build more knowledge, is evaluated for its use in higher education. Since screenplays are by nature writing

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for the screen, it is believed that the more visual the input, the more likely it is to be memorized and recalled. A link to The Goddess Within screenplay is available for download on the right hand side of this page.

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Writing for Animation, Comics, and Games explains the practical aspects of creating scripts for animation, comics, graphic novels, and computer games. It details how you can create scripts that are in the right

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industry format, and follow the expected rules for you to put your best foot forward to help you break-in to the trade. This book explains approaches to writing for exterior storytelling (animation, games);

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interior/exterior storytelling (comics and graphic novels), as well as considerations for non-linear computer games in the shortest, pithiest, and most economical way. The author offers insider's advice on how

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you can present work as professional, how to meet deadlines, how visual writing differs from prose, and the art of collaboration.

The Comic-Con
phenomenon—and what it means

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for your business The annual trade show Comic-Con International isn't just fun and games. According to award-winning business author and futurist Rob Salkowitz it's a massive focus group and

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marketing megaphone for Hollywood and in Comic-Con and the Business of Pop Culture, he examines the business of popular culture through the lens of Comic-Con. Salkowitz offers an entertaining and substantive

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look at the show, providing a close look at the comic-book and videogame industries—expanding influence on marketing, merchandising, and the entertainment industry. Rob Salkowitz is founder and

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Principle Consultant for the communications firm MediaPlant, LLC.

Launch your career in writing for video games or animation with the best tips, tricks, and tutorials from the Focal press catalog--all

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at your fingertips. Let our award-winning writers and game developers show you how to generate ideas and create compelling storylines, concepts, and narratives for your next project. Write Your Way Into

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Animation and Games provides invaluable information on getting into the game and animation industries. You will benefit from decades of insider experience about the fields of animation and games, with an emphasis on

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what you really need to know to start working as a writer.

Navigate the business aspects, gain unique skills, and develop the craft of writing specifically for animation and games. Learn from the cream of the crop who

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have shared their knowledge and experience in these key Focal Press guides: Digital Storytelling, Second Edition by Carolyn Handler Miller Animation Writing and Development by Jean Ann Wright Writing for Animation,

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Comics, and Games by Christy
Marx Story and Simulations for
Serious Games by Nick Iuppa
and Terry Borst Writing for
Multimedia and the Web, Third
Edition by Timothy Garrand
A Creator's Guide to Interactive

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Entertainment

Using Comics to Construct Your
Transmedia Storyworld

Interactive TV in the age of
social participation

Creating Immersive Stories

Across New Media Platforms

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Historicising Transmedia
Storytelling

Film Marketing

Create a Writing Career in
Animation and Games

"Digital Storytelling shows you
how to create immersive,

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interactive narratives across a bevy of platforms, devices, and media. From age-old, storytelling techniques to cutting-edge development processes, this book covers creating stories for all forms of entertainment like

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social media, transmedia, games, apps, and second screen experiences. The way a story is told, a message is delivered, or a narrative is navigated has changed dramatically over the last few years. Stories are told

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through video games, interactive books, and social media. Stories are told on all sorts of different platforms and through all sorts of different devices. They're immersive, letting the reader interact with the story, letting the

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reader shape the story themselves. This book features case studies that cover a multitude of platforms and different story types. It also shows you how to plan processes for developing

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interactive narratives for all forms of entertainment and messaging: advertising, education, and interactive cinema. Digital Storytelling features interviews with some of the industry's biggest names, showing you how

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they build and tell their stories

New to this edition: - Coverage
of new augmented reality
programs and motion-based
devices like Google Glass and
Kinect. - Creating stories that
use 'gamification.' - Stories told

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through mobile games. -

Developing stories focused on a whole new generation of audiences. "--

Transmedia storytelling is defined as a process where integral elements of fiction get

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dispersed systematically across multiple delivery channels to create a unified and coordinated entertainment experience. This process and its narrative models have had an increasing influence on the academic world in

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addressing both theoretical and practical dimensions of transmedia storytelling. The Handbook of Research on Transmedia Storytelling and Narrative Strategies is a critical scholarly resource that explores

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the connections between consumers of media content and information parts that come from multimedia platforms, as well as the concepts of narration and narrative styles. Featuring coverage on a wide range of

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topics such as augmented reality, digital society, and marketing strategies, this book explores narration as a method of relating to consumers. This book is ideal for advertising professionals, creative directors,

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academicians, scriptwriters, researchers, and upper-level graduate students seeking current research on narrative marketing strategies.

This book provides an industry professional's firsthand POV into

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narrative design's practical usage, day-to-day roles and responsibilities, and keys to breaking in and succeeding. The book will also delve into the foundations of compelling storytelling through structural

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analysis and character archetype breakdowns. The author widens the understanding of game narrative to include examples from other media. He will also break the structure down of two popular games and show how

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the structural elements are applied in practice. In addition to discussing industry trends (including Fortnite, Twitch, and Netflix's interactive TV shows), the author illustrates how the leveraging of transmedia can

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make a video game franchise enduring over time. Because media appetites are radically changing, designing a story experience across various media outlets is not only preferable to meet the high demands of

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millennial and GenZ consumers;
it's necessary as well. Key
Features: Practical how-to's to
meet the ever-increasing studio
demands for a narrative designer
Critical analysis of the narrative
of two best-selling games

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Samples of a story structure diagram, character polling, transmedia release timeline, and a branching conversation tree
Deep breakdowns and definitions of story beats and dramatic devices Pro-tips on

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better documentation and overall
job preparedness

Whether you're a producer,
screenwriter, filmmaker, or other
creative, you probably have a
project that needs constant
exposure, or a product to

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promote. But how do you rise above the noise? In *Crowdsourcing for Filmmakers: Indie Film and the Power of the Crowd*, Richard Botto explains how to put crowdsourcing to use for your creative project, using

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social media, networking, branding, crowdfunding, and an understanding of your audience to build effective crowdsourcing campaigns, sourcing everything from film equipment to shooting locations. Botto covers all

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aspects of crowdsourcing: how to create the message of your brand, project, or initiative; how to mold, shape, and adjust it based on mass response; how to broadcast a message to a targeted group and engage

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those with similar likes, beliefs, or interests; and finally, how to cultivate those relationships to the point where the message is no longer put forth solely by you, but carried and broadcasted by those who have responded to it.

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Using a wealth of case studies and practical know-how based on his years of experience in the industry and as founder of Stage 32—the largest crowdsourced platform for film creatives—Richard Botto

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presents a comprehensive and hands-on guide to crowdsourcing creatively and expertly putting your audience to work on your behalf.

Interactive Narratives and
Transmedia Storytelling

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Essays on the BBC Series
Handbook of Research on the
Global Impacts and Roles of
Immersive Media
Monetizing Film, Tv and Video
Content in an Online World
Where Old and New Media

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Collide

The world is witnessing a media revolution similar to the birth of the film industry from the early 20th Century. New forms of media are expanding the human experience from passive

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viewership to active participants, surrounding and enveloping us in ways film or television never could. New immersive media forms include virtual reality (VR), augmented reality (AR), mixed reality (XR), fulldome, CAVEs,

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**holographic characters,
projection mapping, and
mixed experimental
combinations of old and new,
live, and generated media.
With the continued expansion
beyond the traditional frame,
practitioners are crafting**

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these new media to see how they can influence and shape the world. The Handbook of Research on the Global Impacts and Roles of Immersive Media is a collection of innovative research that provides

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insights on the latest in existing and emerging immersive technologies through descriptions of case studies, new business models, philosophical viewpoints, and scientific findings. While highlighting topics including

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augmented reality, interactive media, and spatial computing, this book is ideally designed for media technologists, storytellers, artists, journalists, designers, programmers, developers, manufacturers, entertainment

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**executives, content creators,
industry professionals,
academicians, researchers,
and media students.**

**"The Business of Media
Distribution, Second Edition
BCC: "Endorsements"**

Transform your concepts into

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profits! Take charge of the film and television industry's most undervalued revenue generator: media distribution. In this updated edition of a bestselling industry staple, experienced media executive Jeffrey C. Ulin relates

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**business theory and practice
across key global market
segments--film, television,
video, and online--providing
you with an insider's
perspective that can't be
found anywhere else. This new
edition: Analyzes the growth**

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of social media and social gaming - Discusses distribution of 3D movies and the impact of higher ticket prices - Explores the growing clout of Redbox and Netflix in the home video business - Illustrates how new services

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like Hulu and Roku are changing the way TV content is distributed - Examines the rise of transmedia storytelling and its impact on distribution - Features a companion website (www.businessofmediadistribution.com), which

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includes bonus material such as sample forms readers can use in their own media business plans Hollywood stars may make the headlines, but methodical marketing and distribution campaigns work behind the scenes to convert

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content into cash. Don't miss out! Regardless of your background and training, The Business of Media Distribution, Second Edition delivers the business practices you need to understand and manage the

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**complicated media specialty
markets"--**

**Transmedia Storytelling
explores the theories and
describes the use of the
imagery and techniques
shared by producers, authors
and audiences of the**

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**entertainment, information
and brand communication
industries as they create and
develop their stories in this
new, interactive ecosystem.
Don't restrict your creative
property to one media
channel. Make the essential**

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leap to transmedia! From film to television to games and beyond, Storytelling Across Worlds gives you the tools to weave a narrative universe across multiple platforms and meet the insatiable demand of today's audience for its

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**favorite creative property.
This, the first primer in the
field for both producers and
writers, teaches you how to: *
Employ film, television,
games, novels, comics, and
the web to build rich and
immersive transmedia**

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**narratives * Create writing
and production bibles for
transmedia property ***

**Monetize your stories across
separate media channels ***

**Manage transmedia brands,
marketing, and rights * Work
effectively with writers and**

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**producers in different areas of
production * Engage
audiences with transmedia
storytelling Up-to-date
examples of current
transmedia and cross-media
properties accompany each
chapter and highlight this hot**

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**but sure-to-be enduring topic
in modern media.**