

# ABU New Media Workshop 2019 Interactive Storytelling: Building Engaging Digital Narratives

Macau, China, 19-21 March 2019

Hosted by:



## WORKSHOP PROGRAMME

### DAY 1: TUESDAY, 19 MARCH 2019

**08:30 ARRIVAL & REGISTRATION**

**09:00 OPENING, INTRODUCTIONS & OBJECTIVES**

TDM Representative (TBC)

Koichi Okumura, Director, ABU Programme Department

Hamdhoon Rashad, Project Manager New Media, ABU

*09:15 Tour de Table: Introduction of Participants*

**09:30 INTERACTIVE STORYTELLING – OVERVIEW**

*Amie Mills, NZ On Air*

Platforms, devices and tech are transforming the way we tell stories. Distribution platforms such as Netflix, and tech like VR and Mixed Reality are dismantling traditional forms of storytelling and constructing immersive and interactive storyworlds for viewers. This session will provide an overview of these storytelling trends in the current media landscape.

*10:30 Coffee break*

**11:00 INTERACTIVE STORYTELLING – GLOBAL CASE STUDIES**

Netflix has just released an interactive *Black Mirror* film by Charlie Brooker that lets viewers choose up to 5 different endings, and in 2017 HBO and Steven Soderbergh launched a television drama, *Mosaic*, as both an interactive app and traditional television narrative. This session will look closely at international case studies like these two, which utilise interactive storytelling in an attempt to keep the content-

hungry hordes happy. You will discover how interactive storytelling is creating unique and ground-breaking viewer experiences.

11:45 *Group Photo*

12:00 *Lunch break*

**13:30 EVERYONE CAN GO IMMERSIVE: CREATING 360 AND VR CONTENT ON A SHOESTRING**

*Alexander Plaum, DW*

This session will provide a general 360/VR overview with a focus on key learnings and insights and best practices on creating 360/VR content. This presentation will also include a longer introduction to Fader.

15:30 *Coffee break*

**16:00 KEY LEARNINGS & TAKE AWAYS**

End of Day 1

## DAY 2: WEDNESDAY, 20 MARCH 2019

**09:00 RECAP OF DAY 1 & QUESTIONS**

**09:15 INTRODUCTION TO FADER – PART 1**

*Alexander Plaum, DW*

How to tell your stories with Fader? In this session, learn how to create and publish VR stories using Fader by adding multiple layers of information to your 360 spheres and design scenes.

10:30 *Coffee break*

**11:00 INTRODUCTION TO FADER – PART 2**

*Alexander Plaum, DW*

This session will showcase particularly interesting and attractive stories created on Fader. You will learn how these stories were created and the basic features of the Fader editor/platform.

12:00 *Lunch break*

**13:30 HANDS-ON EXERCISE: USING FADER TO CREATE INTERACTIVE CONTENT**

*Led by Alexander Plaum, DW*

In this exercise, you will brainstorm with other participants and create your own stories in small groups. At the end of the session, you will review your work and publish your stories.

15:30 *Coffee break*

**16:00 KEY LEARNINGS & TAKE AWAYS**

End of Day 2

## DAY 3: THURSDAY, 21 MARCH 2019

**09:00 RECAP OF DAY 2 & QUESTIONS**

**09:15 INTERACTIVE CONTENT – ANATOMY OF A CAMPAIGN – SS CLUE HUNT**

*Amie Mills, NZ On Air*

This session will focus on an award-winning transmedia marketing campaign for New Zealand's longest-running soap opera, *Shortland Street*, which took the cliff-hanger season finale, and transformed it into an interactive clue hunt over summer. You will learn how this campaign was designed to keep audiences engaged with the show while it was off-air – resulting in 17,000 visits to the campaign website per day, 6.8m total reach on Facebook, and over 3 million page views.

10:30 *Coffee break*

**11:00 INTERACTIVE CONTENT – ANATOMY OF A SHOW – ALIBI**

*Amie Mills, NZ On Air*

In 2018, NZ On Air and TVNZ launched a 6-part interactive murder mystery called *Alibi*. This session will dive into the detail of this show; how the narrative was written to allow for non-linear viewing, and the creation of branching social media narratives to get audiences speculating about who the killer was.

12:00 *Lunch break*

**13:30 FINAL CONCLUSIONS & WRAP UP**

*Amie Mills & Alexander Plaum*

14:00 *Certificate Presentation*

End of Workshop

# EXCURSION

**TBC** EXCURSION / TOUR

## WORKSHOP FACILITATORS

### **Alexander Plaum**

DW (Germany)



Alex is an online editor, concept creator, and media consultant with a keen interest in IT, pop culture, and politics. Before joining DW ReCo as an innovation manager, Alex worked for a number of companies and institutions including O'Reilly, Access, Macromedia Akademie, and INTERACTIVE Festival. Alex holds an M.A. in English language literature, sociology, and political science.

### **Amie Mills**

NZ On Air (New Zealand)



Amie's passion is interactive and multi-platform storytelling. She is currently Head of Funding at NZ On Air where she is responsible for leading funding decisions around local New Zealand content. Her background includes senior roles as a television network commissioner, Digital Producer and Digital Creative Director. She has launched multiple, award-winning projects and campaigns that utilised games, websites and apps to extend story worlds and reach audiences.