

**NEW FORMATS  
NEW NARRATIVES  
NEW CREATORS**

*bridges*

WE ARE CONTENT

**ERIC PELLEGRIN**



A blurred photograph of a city street at night, showing light trails from cars and buildings. The colors are predominantly blue, green, and yellow, creating a sense of motion and energy.

# 2009

When we started the company,  
we wanted to do series, feature films,  
TV documentaries and so on.

And we could see the landscape going towards programs we liked.

And at that time everybody was talking of transmedia.

So we went into all those areas, with hope.



**TRANSMEDIA  
RESEARCH  
CENTER**

**orange™**



**BUT NOTHING OF WHAT  
WE HAD PLANNED  
HAPPENED**



**SERIES**

**« DO WE KNOW YOU ?! »**

**RESTRICTED AREA**  
NO TRESPASSING  
U.S. GOVERNMENT  
PROPERTY

CINEMA

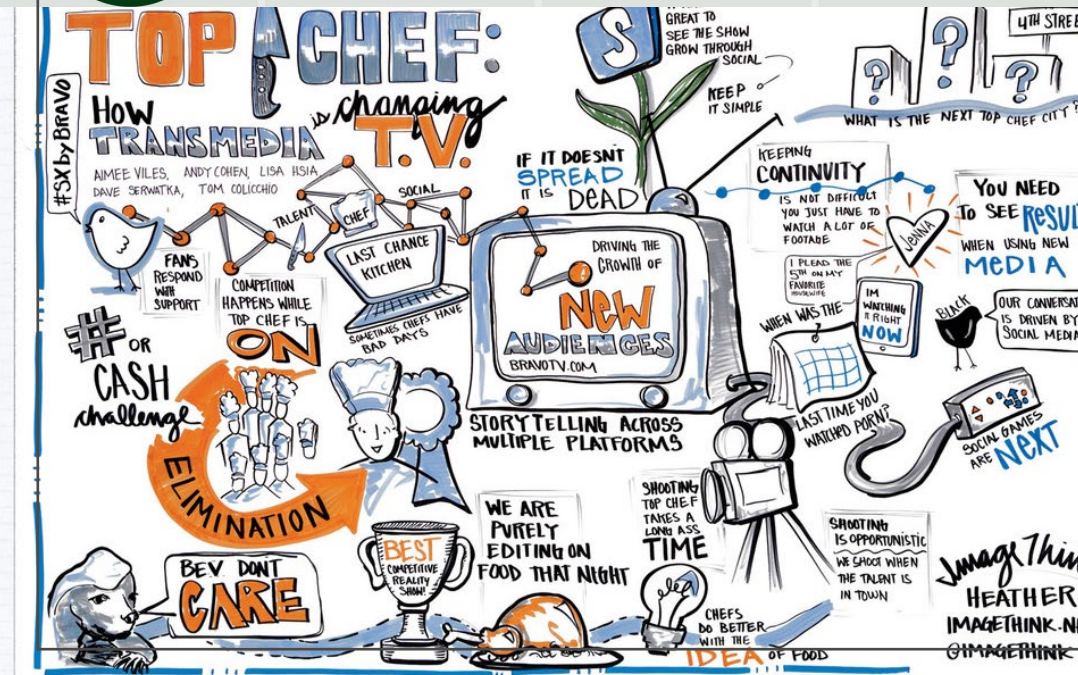
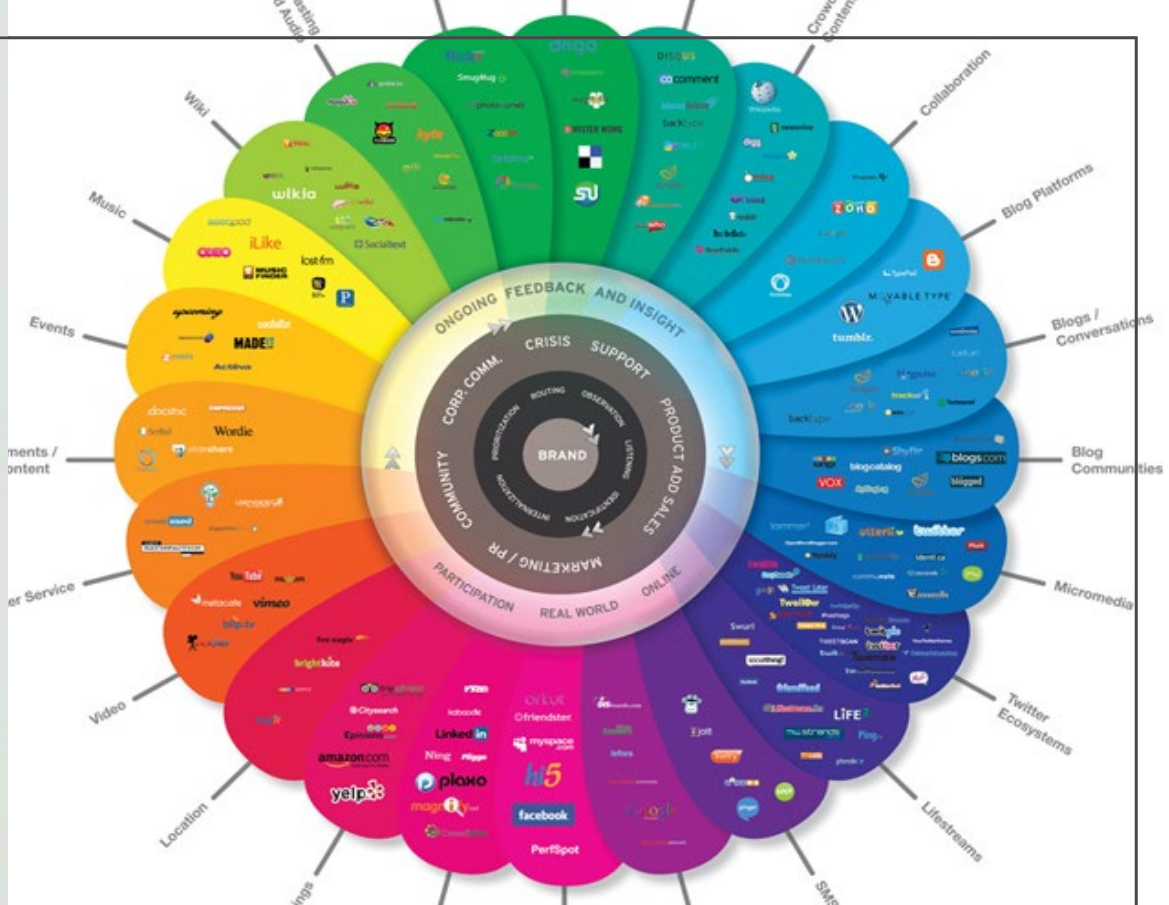
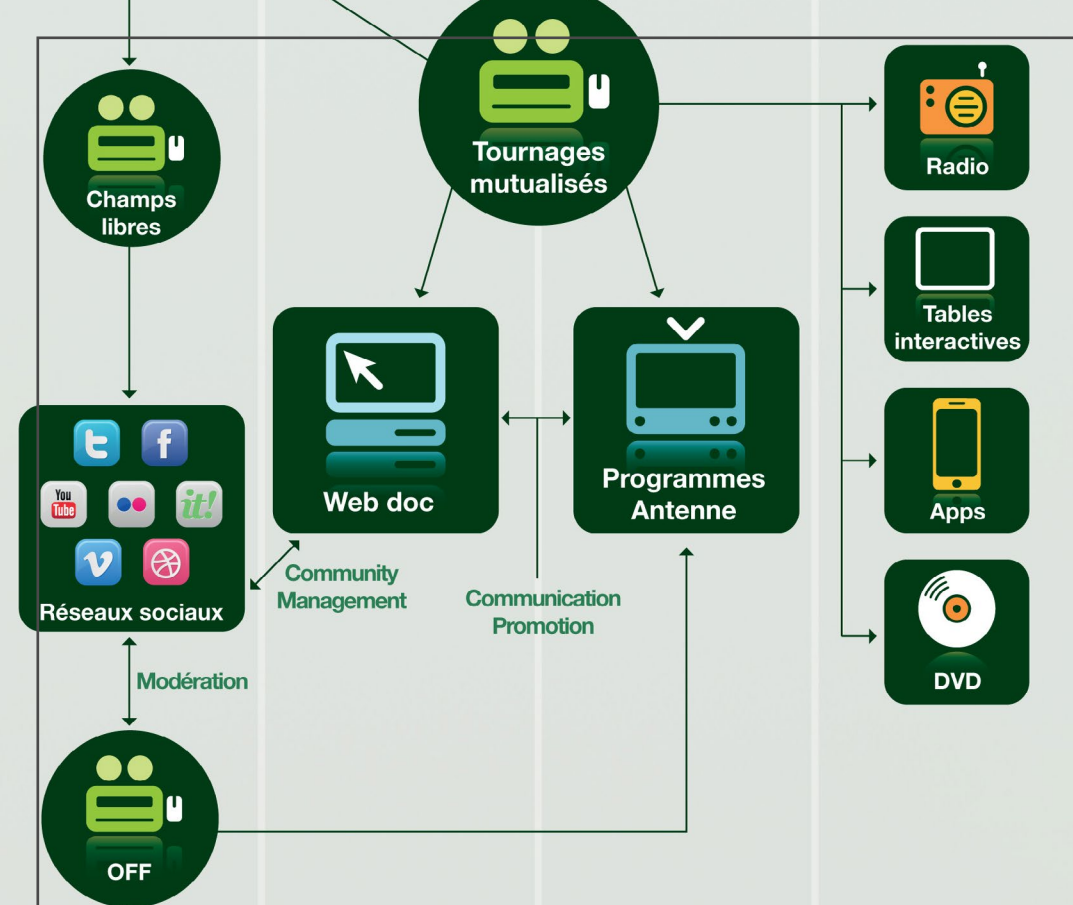
EL DESEO PRÉSENTE UN FILM DE  
**ALMODÓVAR**

5 YEARS... AT LEAST



**VOLVER**

PENÉLOPE CRUZ    CARLOS MARTEL    LOLA DUESA  
BLANCA PORTILLO    TORANI COHO    Y CHUS LAMPREAVE







**OVER THERE**



**BUT WE KEPT HOPE !**

# IR CLIQUE

Les nouvelles écritures du réel

STUDIO+  
PREMIUM MOBILE SERIES

blackpills

arte CREATIVE

rtbf.be  
webcréation

STUDIO 4

NOW



**THE PRODUCTION LANDSCAPE  
BROADENED**

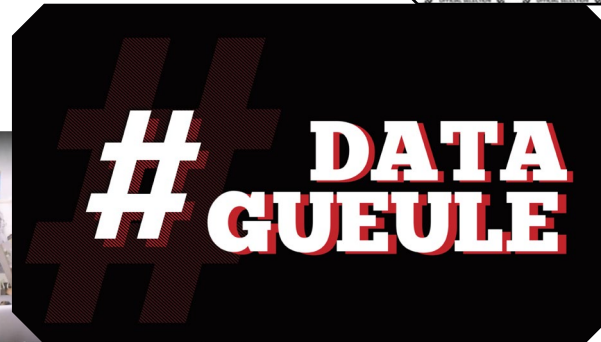
# NEW FORMATS

## DIRECT TO WEB MOVIES



## FICTION WEBSERIES

Persuasif



## WEB MAGAZINES



## NEW FORMS OF DOCUMENTARIES

# **NEW SUBJECTS**

**BE CLEAVING**

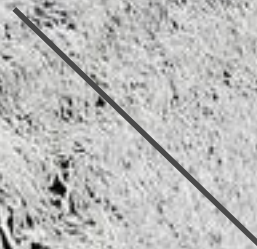
**PRODUCERS**

**DIRECTORS / AUTHORS**

**NEW COMERS**

**CREW & ACTORS**

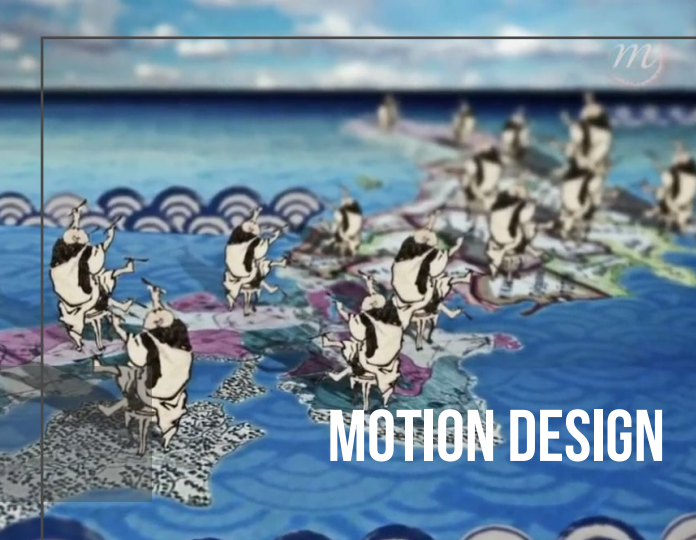
**NEW JOBS**  
**UX DESIGNERS / SOCIAL MANAGERS /**  
**YOUTUBE EXPERTS / DEVELOPPERS**



A group of dancers in white tutus are performing a contemporary dance piece. They are holding long, flowing fabric that creates a sense of movement and grace. The background is dark, and there is a large amount of gold glitter or confetti falling around them, adding a magical and celebratory atmosphere. The lighting is dramatic, highlighting the dancers and the fabric.

**SO WE TRIED !**





MOTION DESIGN



VIRTUAL REALITY



DIGITAL SERIES



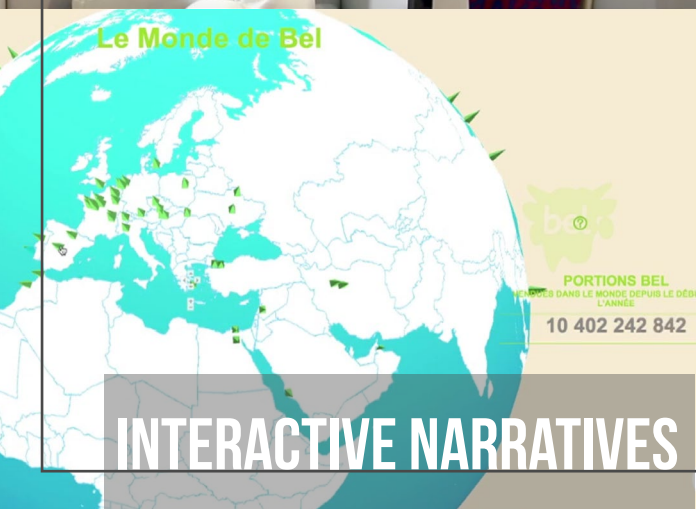
DOCUMENTARY



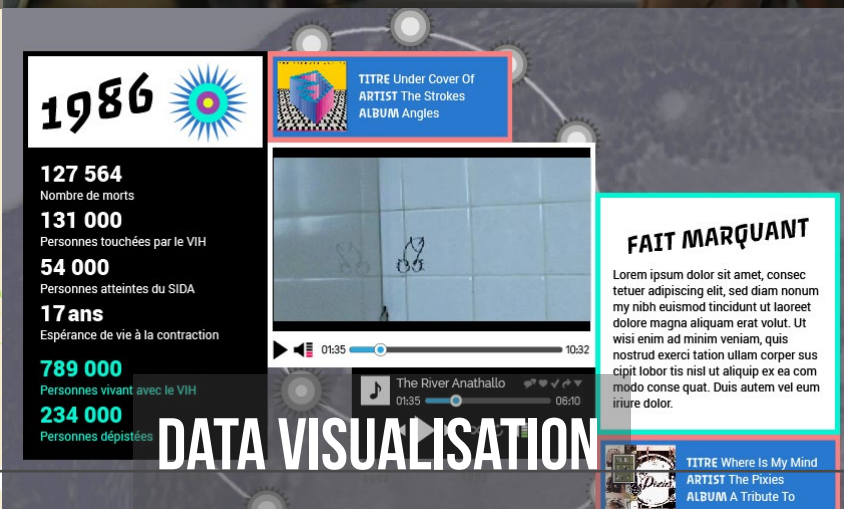
FICTION



DOC SERIES



INTERACTIVE NARRATIVES

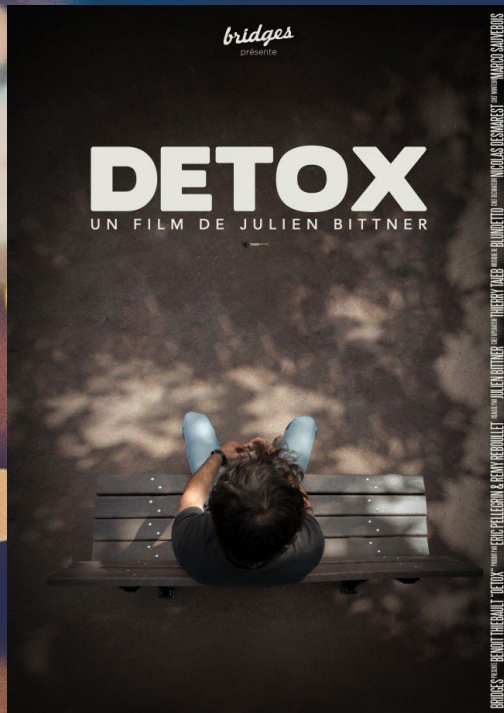


DATA VISUALISATION



APPLICATION

# WE WON A FEW PRIZES WITH OUR PRODUCTIONS



A woman with long dark hair is shown in profile, wearing a black VR headset. She is looking towards the left. The background is dark with colorful bokeh lights in shades of green, blue, and red. The overall mood is futuristic and immersive.

# **NEW TECHNOLOGIES ?**

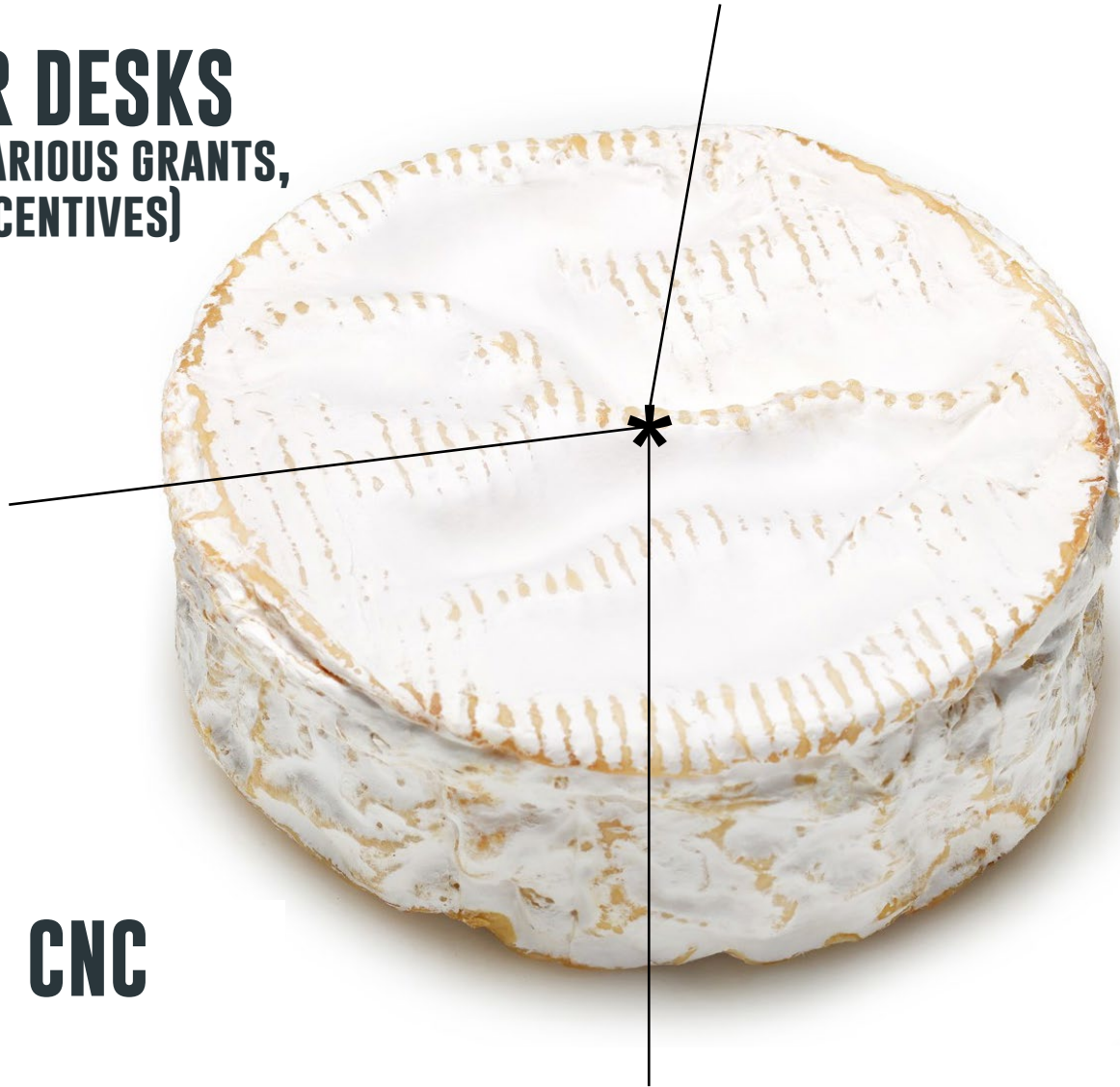
**VIRTUAL REALITY, GAMES, WEBDOCS**



**INTERACTIVITY ?**  
**WE LOVE TO BE COUCH POTATOES**

**NEW BUSINESS MODEL ?**

**OTHER DESKS**  
(REGIONS, VARIOUS GRANTS,  
TAX INCENTIVES)



**BROADCASTER**

**CNC**

\*yes, this is the french pie chart



**OTHER DESKS**

**CNC**

**BROADCASTER**

**FESTIVALS / GRANTS**

**SELF DISTRIBUTE ?**

**PRODUCE & THEN SELL ?**

**ALTERNATIVE MODELS**

**CROSS-SELL ?**

**SELF-PROMOTION  
FIRST AWARDS  
GET NOTICED**



# PROMOTION

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graph TD; PROMOTION --> TRANSMEDIA[TRANSMEDIA, YES]; PROMOTION --> CROSSSELL[CROSS-SELL, YES]; PROMOTION --> VR[VR, EXCELLENT!]; PROMOTION --> ONLINE[ONLINE DISTRIBUTION EXCLUSIVITY TO A MEDIA FOR A PERIOD?];
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**TRANSMEDIA,  
YES**

**CROSS-SELL,  
YES**

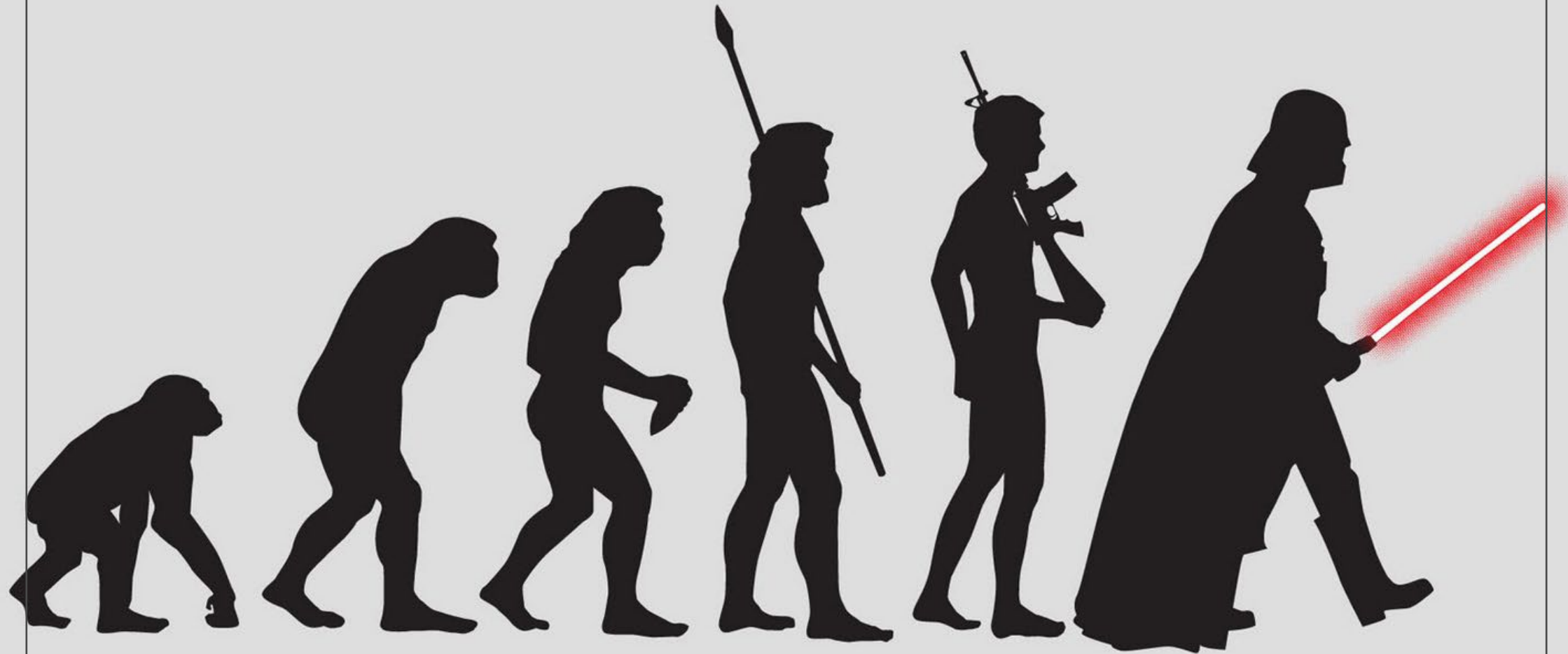
**VR,  
EXCELLENT !**

**ONLINE DISTRIBUTION  
EXCLUSIVITY TO A MEDIA FOR  
A PERIOD ?**



**GOOD NEWS IS :  
THE DIGITAL HAS  
BECOME MAINSTREAM**

**THE THREE QUESTIONS ARE :**



**WHAT IS THE POTENTIAL OF A STORY ?**





**AND THE TIMING :  
WHAT ARE THE STRINGS YOU CAN PULL ?**

**THANK YOU !**

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**WE ARE CONTENT**