



While TV and film have been dominant forces in 20th century media, the 21st century will see moving image content consumed on a vast array of platforms – at a time and a place that is determined by the consumer. Successful individuals and companies will be those who grasp the opportunities offered by this changing landscape; those that confine their operations to a single platform are more likely to struggle, or will certainly limit their growth and creative potential.

In order to meet the challenges arising from the developing technologies for the audiovisual industry Media Desk Lithuania in partnership with CROSSOVER and the British Council are organizing the trans media conference and workshop, **CROSS MEDIA ZEN**.

THE AIM:

To create an annual cross media platform where the best cross media projects, practice, problems and theories would be revealed, shared and discussed. To gather best cross media practitioners and theorist in order to pass further their knowledge and experience and to elaborate new concepts, new ideas, new techniques and new projects together.

TASKS:

- Introduce to the phenomenon of Cross Media as well as to existing practical and theoretical work and development models.
- Nurture the creators' story telling capabilities through various media platforms and develop Cross Media project thinking.
- Stimulate the elaboration and propagation of the projects in new unaccustomed medias as well as development of own creative ideas in the new audio-visual spaces.
- Stimulate the synergies between different specializations in the Cross Media field.

INVITED:

The filmmakers, producers, representatives from the game industry, advertising companies, scriptwriters, writers, radios, TV channels, designers, musicians etc.

INFORMATION

Language – English

Date: 27-28 May 2011 Vilnius.

Registration until 22 of May:

The event is free of charge.

Location: Conference 27 May - Konstitucijos pr. 3, LT-09601 Vilnius

Workshop 28 May - Gynėjų g.14, Vilnius

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PRELIMINAR PROGRAMME



27 MAY DAY ONE: Conference

--- Registration	9:30
1. INTRODUCTION	10:00
• Digital revolution Crossover (Mark Atkin)	
How has digital media changed the way we consume and produce media? How has the relationship between the producer and the consumer changed? What new funding models have emerged? What new distribution models have emerged? What new opportunities are there to tell stories over a variety of platforms and how does this change how media is produced? What happens to different genres when they merge online (eg games and documentaries; entertainment and apps)? What works in digital media and how is this different from traditional models?	
--- Coffee break	10:45
2. STORYTELLING	11:00

- **Telling Stories Over Multiple Platforms (90 mins).**

Crossover (Sean Coleman/Mark Atkin)

Multi-platform, cross-platform, transmedia: what is the difference and how will your choices of platform dictate how you produce digital media?

What is a call-to-action and how can you bring to what you have created and then grow audiences online?

How does storytelling change over multiple platforms?

How can you take your audience across the platforms?

Are you looking to get the same audience on all platforms or appeal to different audiences on different platforms?

We will present a variety of case-studies, both fiction and documentary, that illustrate a variety of approaches to cross-platform storytelling.

--- Time for lunch

12:30

3. THE DESIGN OF FREE-TO-PLAY GAMES (Pascal Luban)

13:45

-The benefits of this design model, from the developers' perspective.

- Money talk: How much money can be generated with a Free-to-Play game?

- The profiles of the people playing Free-to-Play games

- Their key success factors

- Their key design mechanisms

- Their monetization mechanisms

- Short to medium term trend

4. MARKETING AND DISTRIBUTION

14:30

Crossover (Heather Leach);

How to make yourself visible online; build audiences using online tools; use social networks to spread the word about projects; fund projects using crowd-funding; distribute your own content; go viral, and crowd-source audiences.

5. CROSS MEDIA – THE NECESSITY OF CROSS SECTORIAL COLLABORATION (Max Valentine)

15:15

The philosophy and practice of cross sectorial fusion in the Cross Media projects.

- New and conventional media channels – the power of integration of old-fashioned and modernity.

- a. Books

- b. Theatre

- c. Radio

- d. Music- bands, musicians, composers.

- Coffee break 16:00
- 6. CROSS-MEDIA MARKETS, NETWORKS, FUNDS** **16:15**
Crossover (Sean Coleman; Heather Leach; Mark Atkin, British Council);
- Where are the markets for cross-platform projects? Where do you go to network? Where can you seek funding? Where can you seek skills/collaborators?
Presentation of YCE award
- 7. QUESTION – ANSWER SESSION AND COFFEE** **17:15 – 18:15**

28 MAY DAY TWO: WORKSHOP

ONE DAY INTRODUCTION TO CROSSOVER MEDIA Crossover (Mark Atkin, Sean Coleman, Heather Leach,) and Pascal Luban

This workshop is an exercise in creative innovative cross-media projects. The one-day workshop is suitable for participants from publishing, games, interactive media, radio, film, television, licensing, and the arts & culture sector, who want to expand their thinking in the cross-media and interactive arena and meet interesting new partners. It will suit relative beginners as well as experienced practitioners. Using the well-tested Crossover methods, participants will be invited to rapidly generate ideas, build imaginary user-profiles and work in multi-disciplinary groups on shaping selected concepts. The aim is to take-away methodology for development of your own cross-media projects in the future. Just bring along an open mind and your creative juices.

SPECIALISTS



MARK ATKIN

Mark Atkin is a Director of Crossover and Head of the Documentary Campus Masterschool (www.documentarycampus.com), and as such has a broad knowledge of the European factual and transmedia industries. As a former Commissioner for TV and Online and Programmer of SBS Television, Australia's multi-cultural public broadcaster, and with his recent work organizing the international co-production market at the Australian International Documentary Conference, he also has a deep knowledge of the Australian factual and transmedia industries. Mark is also an International marketplace consultant for the Australian International Documentary Conference (www.aidc.com.au), running the co-production market.



SEAN COLEMAN

SEAN COLEMAN is a screenwriter, producer and consultant specializing in programming for digital platforms who has created original, award-winning programmes for Bebo, MSN, O2, Sony Pictures International, Fox, Blogbang and Vivendi.

Recently, Sean Executive Produced the Emmy Award nominated and Webby Award winning online thriller Kirill for MSN, and the first returning series of an international web commissioned drama, Cell which is now available in 10 languages globally. For Endemol Digital Studios, Sean co-created and Exec. Produced The Gap Year, a sixth month interactive reality series on bebo.com. Sean has combined television production experience with a wealth of digital broadcast knowledge, creativity, innovation and passion to build interactive and multi-platform broadcasts since 1999 for a host of international platforms.

Sean conducts lectures, seminars and short courses on Interactive Storytelling and Production at a number of establishments including York University, Anglia Ruskin University, the Indie Training Fund, Westminster University, Showcomotion Children's Conference, Crossover and various international industry conferences.



Heather Croall is the Director of the Sheffield International Documentary Festival (Doc/Fest) and producer of Crossover Labs. Heather has been one of the screen industry's leading proponents of the emerging field of new media. In 2000, Heather and international partners developed a conference programme called DigiDocs, which went on to be a major programme strand at the AIDC in Australia and then in Sheffield Doc/Fest. As the Senior Project Officer and Industry Manager at the South Aust Film Corp, Heather developed a strategy for building cross platform digital media production opportunities in South Australia including the launch of Crossover Labs alongside many initiatives that encouraged new media producers to work with traditional film and TV companies. That digital media strategy has helped many new cross platform production teams flourish in South Australia ever since. Heather was the director of the Australian International Documentary Conference (AIDC), where she developed the innovative matchmaking pitching initiative The MeetMarket and then moved to Sheffield to run the Doc/Fest and bring the Crossover Labs to the UK. Heather continues to present DigiDocs & MeetMarket at Sheffield along with Crossover Labs and other initiatives. The MeetMarket in Sheffield is now regarded as one of Europe's leading pitching markets attracting over 100 buyers and hundreds of applicants. Under her directorship, the Sheffield Doc/Fest has experienced unprecedented growth in all areas – festival programme, budget, delegate numbers, press and profile, “Heather Croall has taken Sheffield to a new level of visibility and impact” (Variety Magazine) Heather produced films and television documentaries since 1992 and produced award winning cross-platform projects such as usmob.com.au “Heather Croall has proven herself to be a passionate and humane filmmaker, dealing with a wide range of socially taboo subjects. Her ability to generate a visible place in her documentary work for what is otherwise largely unsayable is commendable.” (REALTIME magazine).



PASCAL LUBAN

Freelance Creative Director and Game Designer

Pascal Luban (www.gamedesignstudio.com) is working in the game industry as game or level designer since 1995, He has been employed by major studios including SCEE, Ubisoft or DICE. In particular he was Lead Level Designer on the multiplayer versions of both Splinter Cell - Pandora Tomorrow and Chaos Theory, Creative Director on Wanted - Weapons of Fate, and lead game designer on Fighters Uncaged, the first combat game for Kinect. His first mobile game, an action title called The One Hope, published by the Irish publisher Gmedia, has received the Best In Gaming award at the 2009 Digital Media Awards in Dublin, Ireland.

His experience in design consulting and audit missions had led him to do a design mission for zslide on the successful Free-to-Play game Treasure Madness and to conduct several design audits of social games on behalf of Metaboli.

Pascal is a regular contributor to Gamasutra and international conferences such as the GDC Europe in 2001, the MIGS in 2005 and 2008, and the Develop conference in 2007.

MAX VALENTIN