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Audiences New

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Television

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What is TRANSMEDIA

*Page 4/35*

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## STORYTELLING?

What does

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STORYTELLING

mean? The New

Audience: Henry

Jenkins Transmedia

Storytelling □ Renira

Rampazzo Gambarato

Henry Jenkins The

Transmedia Generation

EAVE at 30: New

audiences, gaming and

transmedia Possibilities

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of hyper personalised  
transmedia storytelling |

Eefje op den Buysch |  
TEDxEindhoven

Worldbuilding Through  
Transmedia Storytelling

Professor Latinx with  
Henry Jenkins on

Comics and Stuff! Paul  
Levinson Keynote

Address: McLuhan 50  
Years after

Understanding Media

~~Multi-Platform~~

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~~Storytelling~~

TEDxNYED - Henry  
Jenkins - 03/06/10 ~~What  
is Transmedia~~

~~Storytelling?~~ Henry

Jenkins on Participatory  
Culture (Big Thinkers  
Series) ~~Jeff Gomez:~~

~~Coca-Cola transmedia  
story telling campaign~~

~~Cinderella 2.0:~~

~~Transmedia Storytelling~~

~~Henry Jenkins: The  
influence of~~

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~~participatory culture on~~

~~education~~ Transmedia

Storytelling Media

Trends and Predictions

2020 Découvrir le

transmedia storytelling

(par Benjamin Hoguet -

RacontR)

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Webinar: Transmedia

Storytelling

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Transmedia storytelling

Engage Learners with

Transmedia Storytelling

| Elaine Raybourn |



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### TEDxABOED

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Storytelling: Lesson 2

Platforms of

Transmedia Storytelling

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Storytelling: Narrative

worlds, emerging

technologies, and global

audiences - Learn

Advertisers going

'digital', competing in

'attention economy':

BBDO 37th Annual

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Conference -

Contemporary trans-  
media storytelling for  
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Storytelling: Develop a

Cross Platform Story

Henry Jenkins en

#TransMad2012

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Studies) (Comedia) 1 by  
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Transmedia Television:  
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and Daily...

Transmedia television:  
audiences, new media,  
and daily life. The early

years of the twenty-first  
century have seen

dramatic changes within  
the television industry.

The development of the  
internet and mobile

phone as platforms for  
content directly linked

to television

programming has

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offered a challenge to the television set's status as the sole domestic access point to audio-visual dramatic content.

Advances In

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Transmedia television: audiences, new media, and daily ...

Transmedia Television will consider how the relationship between television and daily life

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has been altered as a result of the industry's development of emerging new media technologies, and what "television" now means for its audiences.

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has been altered as a  
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technologies, and  
what...

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Transmedia Television:

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Transmedia Television.

: Elizabeth Evans.

Taylor & Francis, Feb

25, 2011 - Performing

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and daily life. [Elizabeth  
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Television uses  
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television has  
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content.

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By Elizabeth Evans.

Edition 1st Edition .

First Published 2011 .

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eBook Published 25

February 2011 . Pub.

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Introduction |

Transmedia Television |

Taylor & Francis Group

About Transmedia

Television. Faced with what many were calling a dying medium, US

network television

producers became much

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## Transmedia

more aggressive in seeking out alternative business and artistic models in the beginning of this century. Most significantly, many of these producers turned to the emerging field of transmedia (ancillary texts in comicbooks, novels and new media) as a way to bolster and support television products.

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And ...

Most significantly,  
many of these producers  
turned to the emerging  
field of transmedia  
(ancillary texts in  
comicbooks, novels and  
new media) as a way to  
bolster and support  
television products. In  
this book, the author  
examines four such  
programs (24, Alias,

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## Transmedia

Heroes and Lost) and investigates how transmedia was incorporated into both the work and the art of network television production.

## Studies

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Transmedia storytelling  
(also known as

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transmedia narrative or  
multiplatform

storytelling) is the  
technique of telling a

single story or story  
experience across

multiple platforms and  
formats using current

digital technologies..

The study of transmedia

storytelling—a concept

introduced by Henry

Jenkins, author of the

seminal book



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Convergence Culture is  
an emerging subject.

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