

Crossmedia Convergence

Learn how to reach efficient audiences.

Topics

1. Synergy
2. Convergence
3. Crossmedia

Introduction

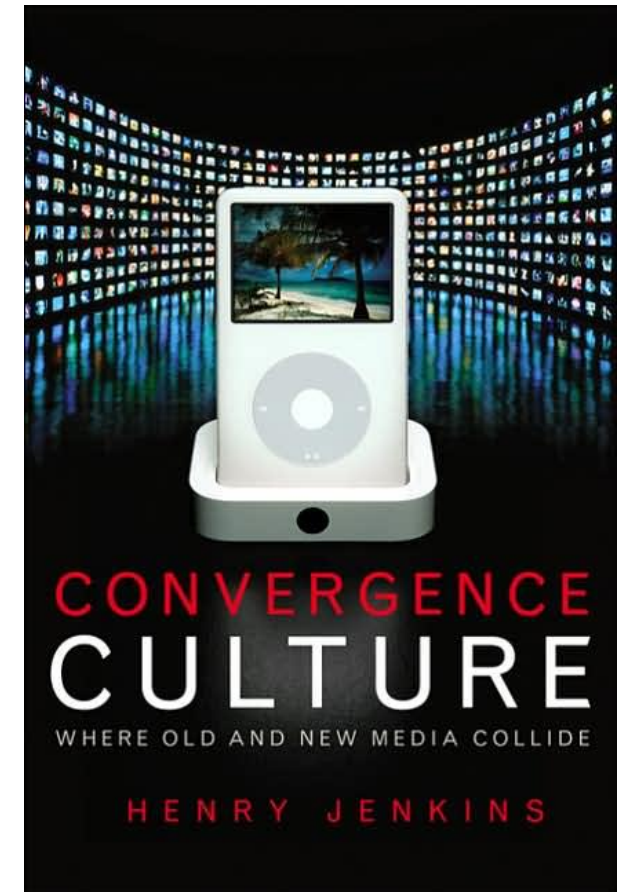
The focus for this lesson on designing and communicating content across multiple media platforms.

- What does it mean to be **horizontally** and **Vertically** integrated?
- What technology is used to develop a Crossmedia campaign?
- What is meant by an ***efficient audience?***

Resources

Convergence Culture
Where the old and new Collide
September, 2008

By: Henry Jenkins
American media scholar and a Professor of Communication,
Journalism, and Cinematic Arts



1. Synergy

Synergy (meaning working together)

The term is used to describe a situation where different entities cooperate advantageously for a final outcome.

1. Synergy

Simply defined, it means that the whole is greater than the sum of its parts.

- the strategy of synchronising
- actively forging connections between directly related areas of entertainment
- Exploitation of various platforms to sell various products

1. Synergy

Symbiosis is the linking up of various companies to make a profit from one product.

- different companies work together to promote a range of related products
- distributor will agree licensing deals for companies to make and sell this merchandising
- A % of the profits will go back to the distributor

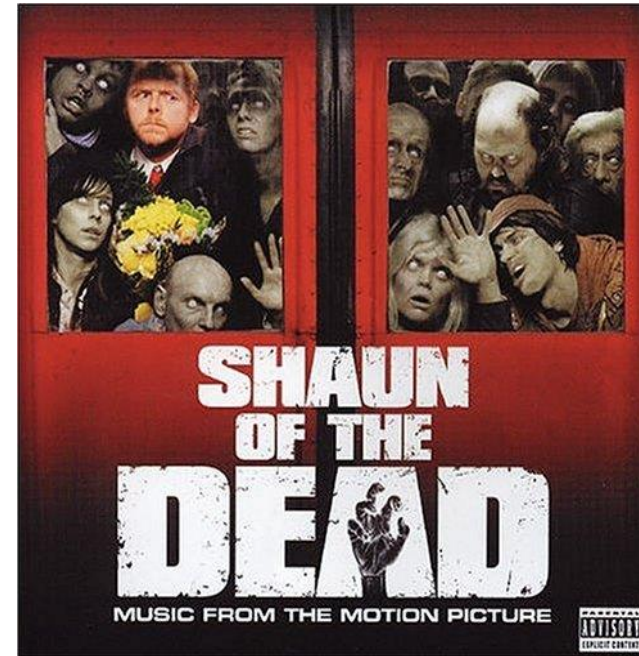
For example: A Film - may spawn merchandise - that can further promote the film

1. Synergy

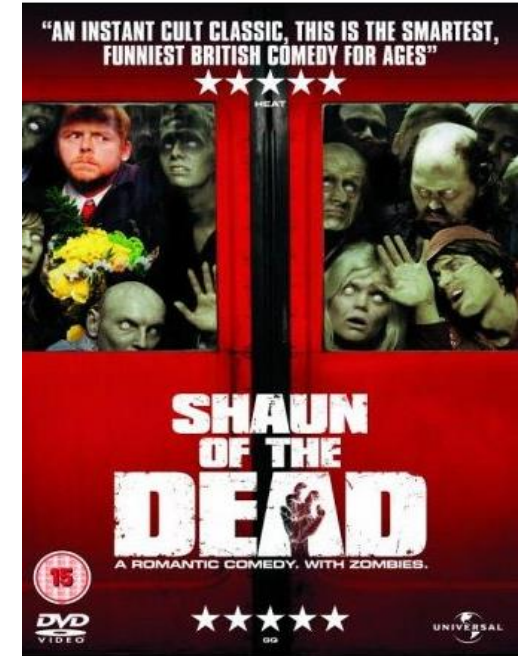
Basic Example of Symbiosis



Cinema Release



Sound Track



DVD

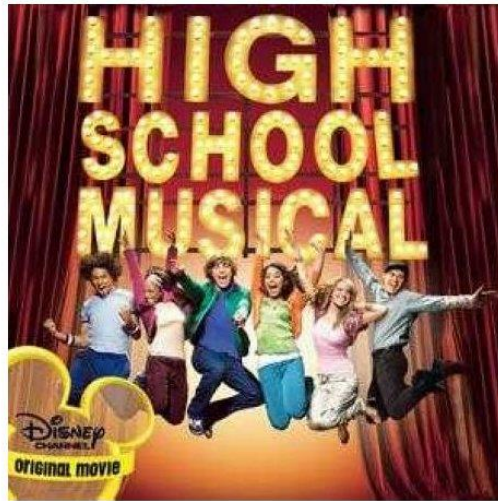
1. Synergy

Symbiosis is a marketing technique first pioneered by Walt Disney in the 1930s.

- Disney granted toy companies the right to use Mickey Mouse
- Mickey Mouse helped to sell the products
- the products helped to advertise Mickey Mouse
- thus both Disney and toy companies profited

1. Synergy

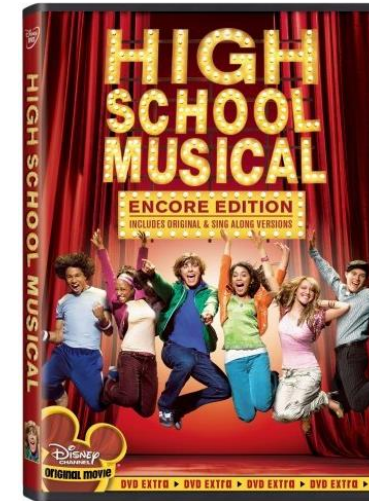
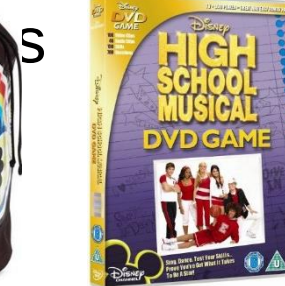
Today, **Symbiosis** has become a bit more Complex.



CD



Outlet



DVD



Merchandise

1. Synergy

An even more complex example of **Synergy** is the relationship

between

WORKING**TITLE**

And

VIVENDI
UNIVERSAL

What is their relationship?

1. Synergy



is owned by



of which is part of



What does Vivendi do?

1. Synergy



- **French** owned **Mass Media** conglomerate
- Are a global player in the **privatised water industry**
- owners many **major phone companies** world wide

Why is this information important to know?

1. Synergy

Because **VIVENDI**
UNIVERSAL also owns or has stakes in:

- **Cineplex** and **Odeon** cinema chains (440 locations)
- **MP3.com** (25 mil registered users and 800,000 unique users)
- **dailymotion.com** (18 languages and 35 localized versions)
- **Canal+ Group** (14 mil subscribers in 11 EU countries)
- **Universal Records** (makes up 22% global market in 63 countries)
- **Universal Studios Theme parks** (over 40 mil guests - 3rd largest)
- **Ubisoft** and **Gameloft** (together have 50 studios World wide)
- **60 publishing houses** (80 mi books & 40 mi CD-ROMs year)

1. Synergy

Which means The logo for Vivendi Universal, with 'VIVENDI' in red and 'UNIVERSAL' in blue.

- Can produce - **TV shows** and **films** all under 1 roof
- show content – through **cable channels** and **cinemas**
- market content - through **TV commercials** and **Theme parks**
- have exclusive rights over - **DVD** and **soundtrack** sales
- Can distribute content - through **iTunes** and **Android Market**
- Have licensing deals – to promote and sell games

1. Synergy

Vivendi are **vertically** integrated because:

- own rights to film, music, web etc..
- own distribution technology
- own stakes in cables and wires that deliver services

Vivendi are **horizontally** integrated because:

- They can produce media content
- market there merchandise –

...all under one roof!

1. Synergy

Why is the relationship between **Working Title Films** and **Vivendi Universal** important for your learning?

Because having the ability to:

- Produce
- + Distribute
- + Market
- + Exhibit
- + Merchandise

=

Synergy

Guided Practice

In your groups, do a quick online search for other companies who have **Symbiosis**:

- Are **vertically** integrated
- Are **horizontally** integrated

What was your finding?

2. Convergence

Soundtrack
Merchandise
Newspaper DVD
Book Vlog Post
Radio Show Ebook
Slide Show Magazine
Blog Post Video Game
Comic Book Tv Show
Novel Mobile App
Pod Cast Infographic
Story Screenplay

2. Convergence

Convergence (meaning coming together)

The process or state of moving toward union or uniformity, evolve superficially.

2. Convergence

Digital **Convergence** is the process by which a range of media platforms are integrated within a single piece of media technology.

Consider your smartphone

- It has a transmitter and receiver
- A Photo and video camera
- A Music player
- GPS
- ...



2. Convergence

Media Convergence describes how shifts **technology, industry, culture, and society** - changes the way in which media is delivered.

- shifts in cultural phenomenon
- advances in technology
- Changes in users needs
- Changes in content producers

2. Convergence

Therefore, the **Culture of Convergence** describes the **flow** of content across multiple media platforms to multiple target audiences.

- the cooperation between multiple media industries
- the migratory behavior of media audiences
- the development of certain cognitive capacities

Still confused?... Let's break this down:

2. Convergence

Take ***“A Story About a Guy and his Dog”***.

In how many ways can this story be distributed using both the **old** and **new** methods of content delivery:

Where and when can the content be accessed and by whom?

2. Convergence

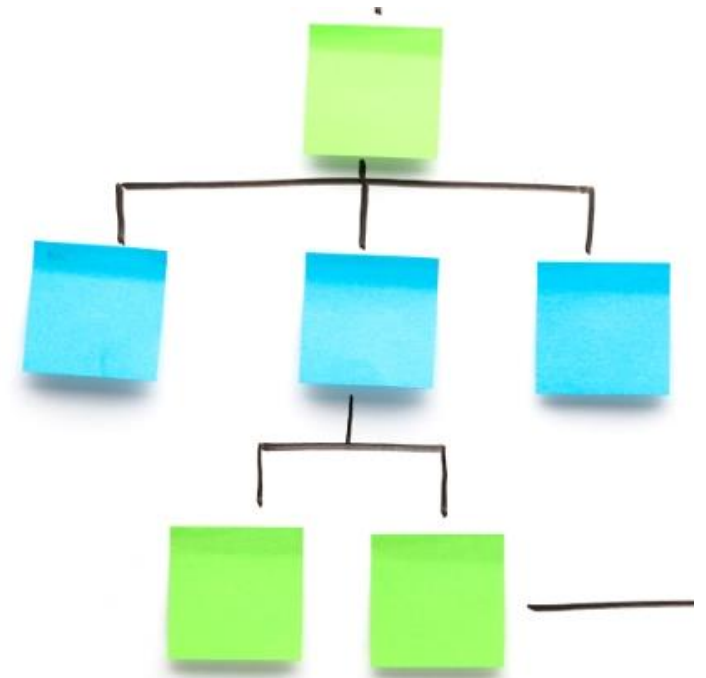
Take *“A Story About a Guy and his Dog”*.

Content	Where	When	Who
An interview	At a specific place	A specific time	An invited person
A paperback Novel	At a Bookstore	Opening hours	Anyone at a location
Film	At a Cinema	Showing times	People with tickets
TV Program	On a TV channel	Showing times	People with that channel
Audio or Podcast	On a PC or Mobile	Anytime	Anyone
Web Video	On a PC or Mobile	Anytime	Anyone

2. Convergence

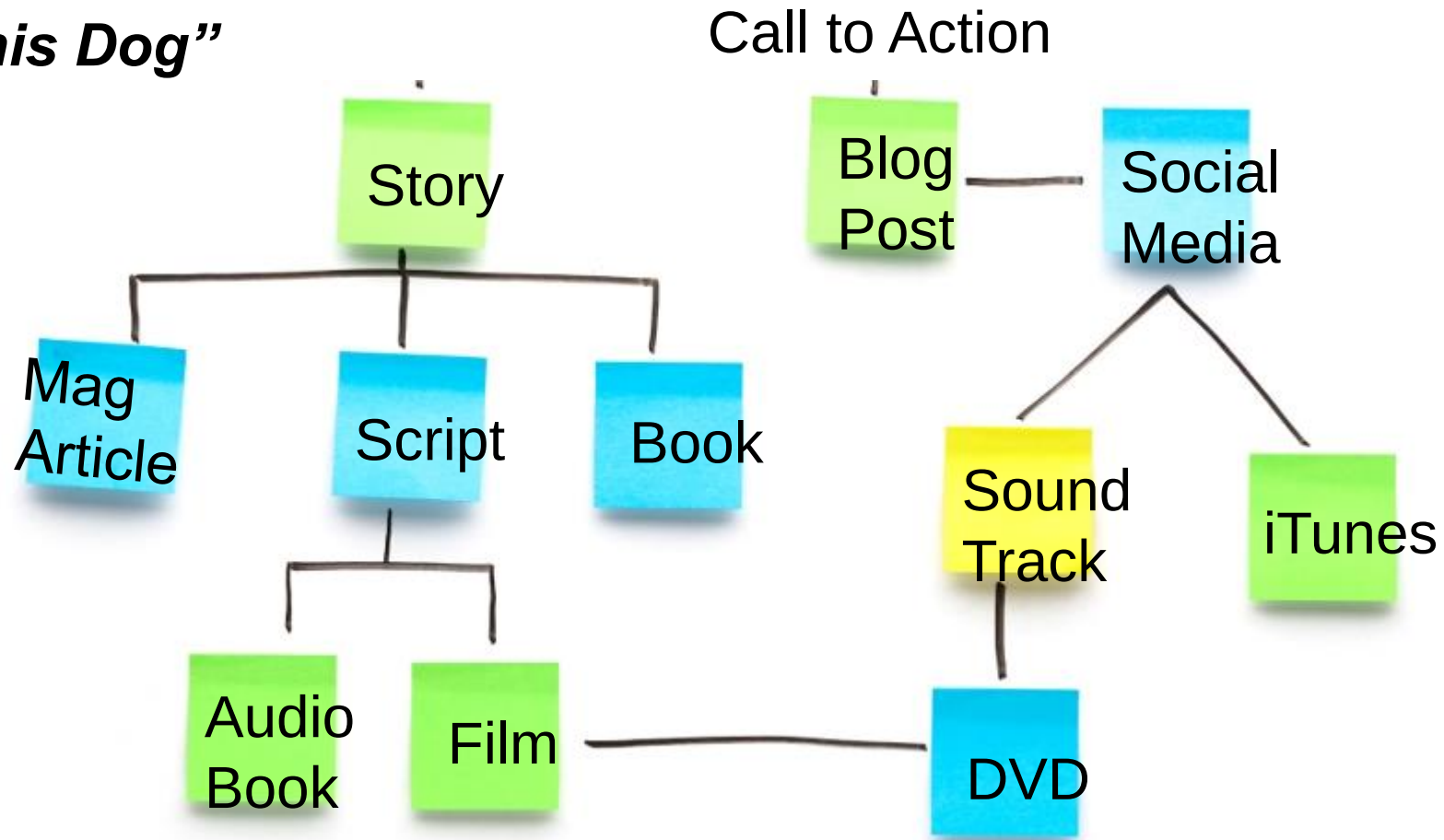
The best way to decide how media can be distributed is to create a **Convergence flow chart** using:

- A blank A3 page
- Some Sticky Notes
- And a marker



2. Convergence

“A Guy and his Dog”



Guided Practice

In your groups, create your own **Convergence flow chart**:

- Start with writing your title at the top of the page
- Write some common forms of media on sticky notes
- Connect the notes with lines
- End with a **Call to Action**

3. Crossmedia

The power of the broadcast networks now co-exists with the power of the social networks.

- broadcasters need to go to the consumers
- Users can actively participate in shaping of news
- production and circulation is flexible
- This has changed our way of telling stories

3. Crossmedia

Film and **television** use sound, dynamic images and graphics to tell a story –

One story, one channel

Newspapers and **books** use text, static images and print to tell a story –

One story, one channel.

3. Crossmedia

Crossmedia uses a combination of sound, static and dynamic images, graphics, text, print, social media, location based info and targeted distribution to tell a story

—

One story, many channels.

3. Crossmedia

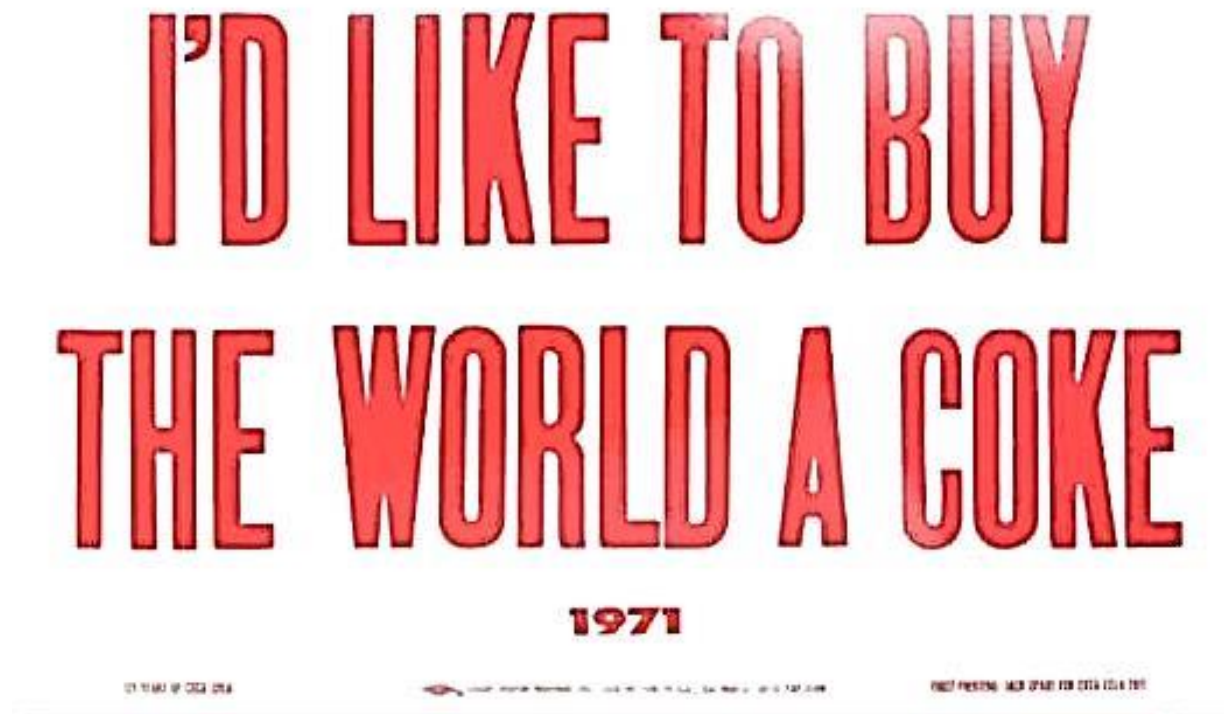
The term **Crossmedia** originates in the advertising industry and it means to tell a **Single story** in many different media channels.

- Christmas of 1971
- One of **Coke's** most successful marketing campaigns
- Revolutionary concept
- multiple channel distribution

<https://www.youtube.com/watch?v=1VM2eLhvsSM>

3. Crossmedia

Let's start with the print campaign...



3. Crossmedia

TV Ad campaign...



3. Crossmedia

Billboard campaign...



3. Crossmedia

Radio campaign...



The
commercial
song
became the
hit single of
the year

3. Crossmedia

Album sales...



3. Crossmedia

The Media was used to influenced pop culture:

- TV Commercial
- Posters - Billboards
- Radio Broadcasts
- Soundtrack Single
 - The Hillside Singers
 - The New Seekers
- Concerts and events
- Merchandising

All the, while drinking a Coke...

3. Crossmedia

1971



2015



3. Crossmedia

What has **Coke** done lately?



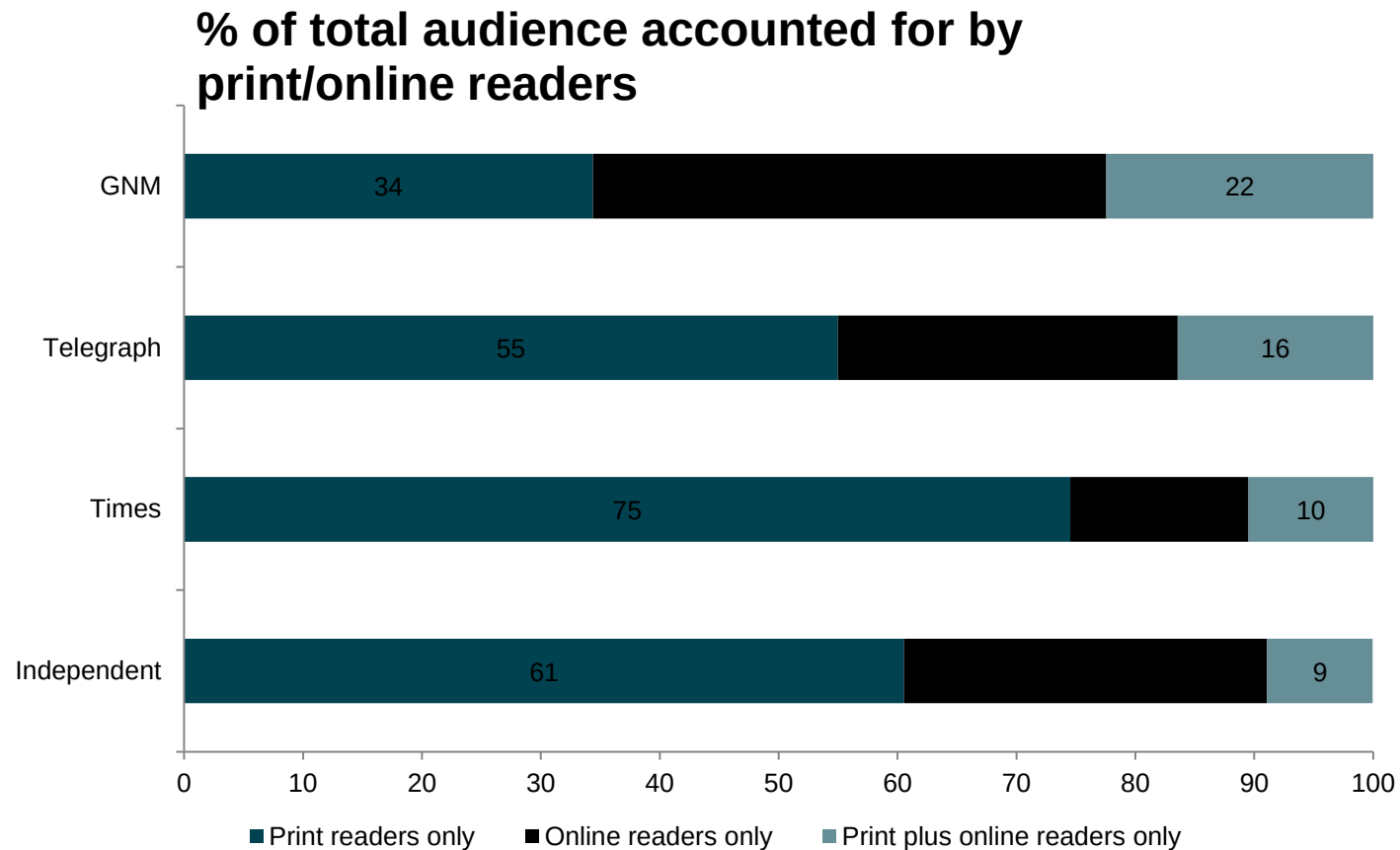
3. Crossmedia

One of the first major journalistic distributors to embrace Crossmedia was **The Guardian Media**.

- Their multiplatform strategy is leading the business
- other distributors weren't so keen
- envisioned a progressive audience
- Created new ways of engaging **efficient audiences**

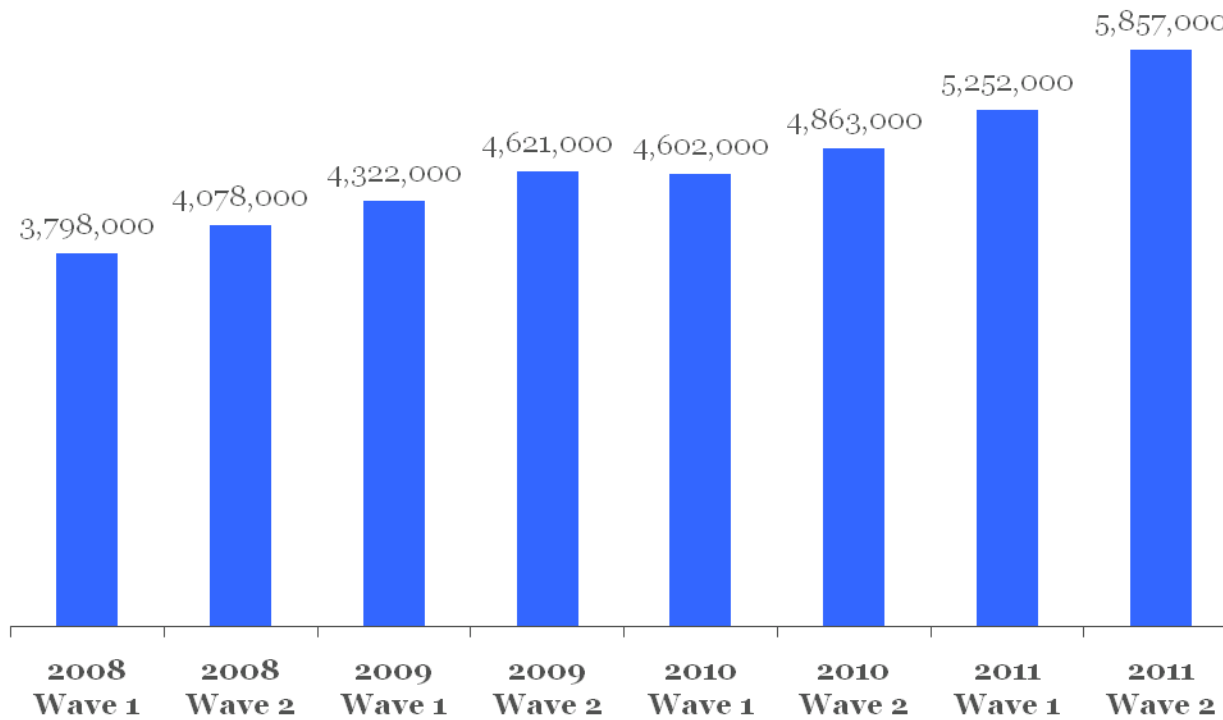
3. Crossmedia

The highest crossover between print and web

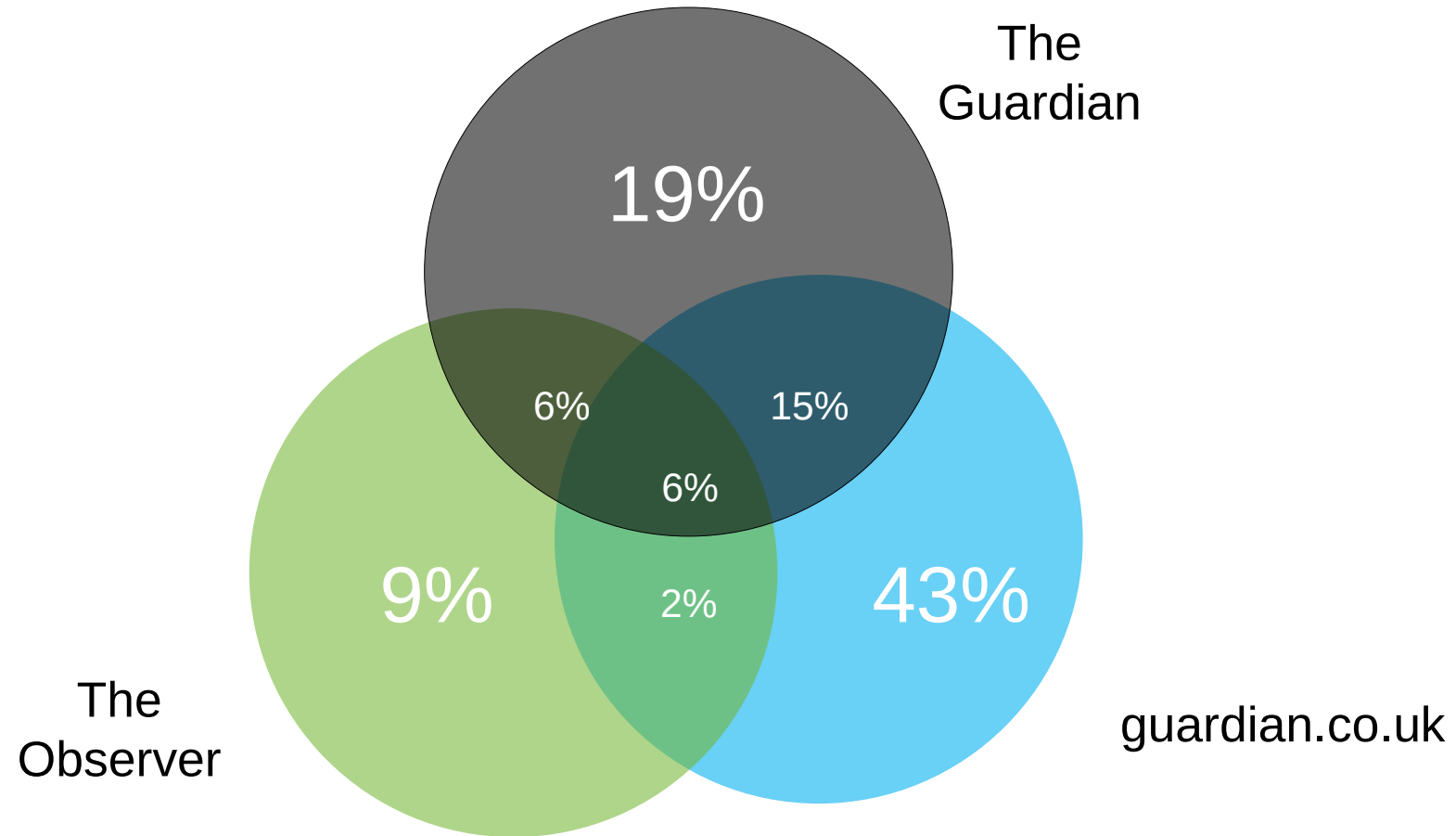


3. Crossmedia

GNM total weekly audience growth over time

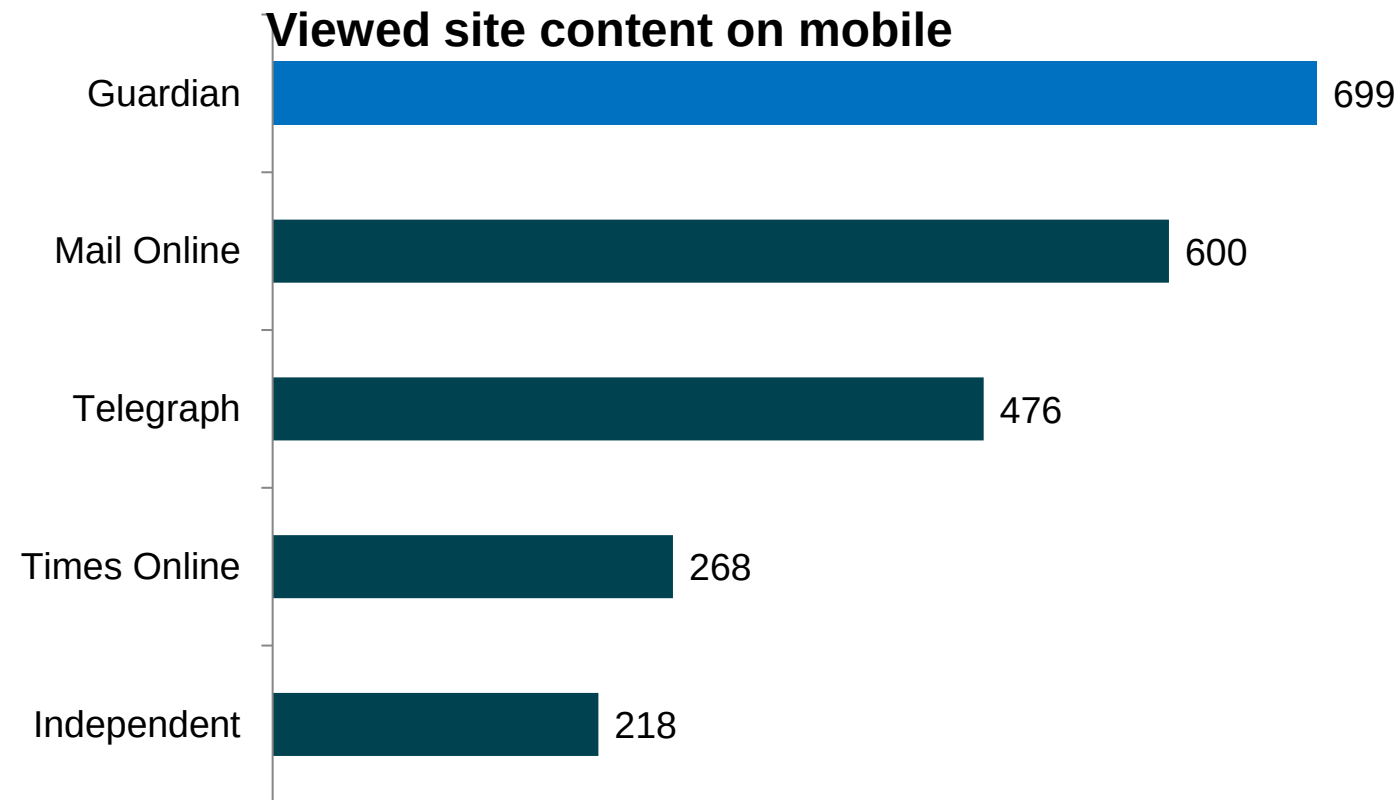


3. Crossmedia



3. Crossmedia

Accessing content via mobile or alerts, or by downloading it elsewhere



3. Crossmedia

By using **Crossmedia** in journalism, the different channels tell one story, within a story world.

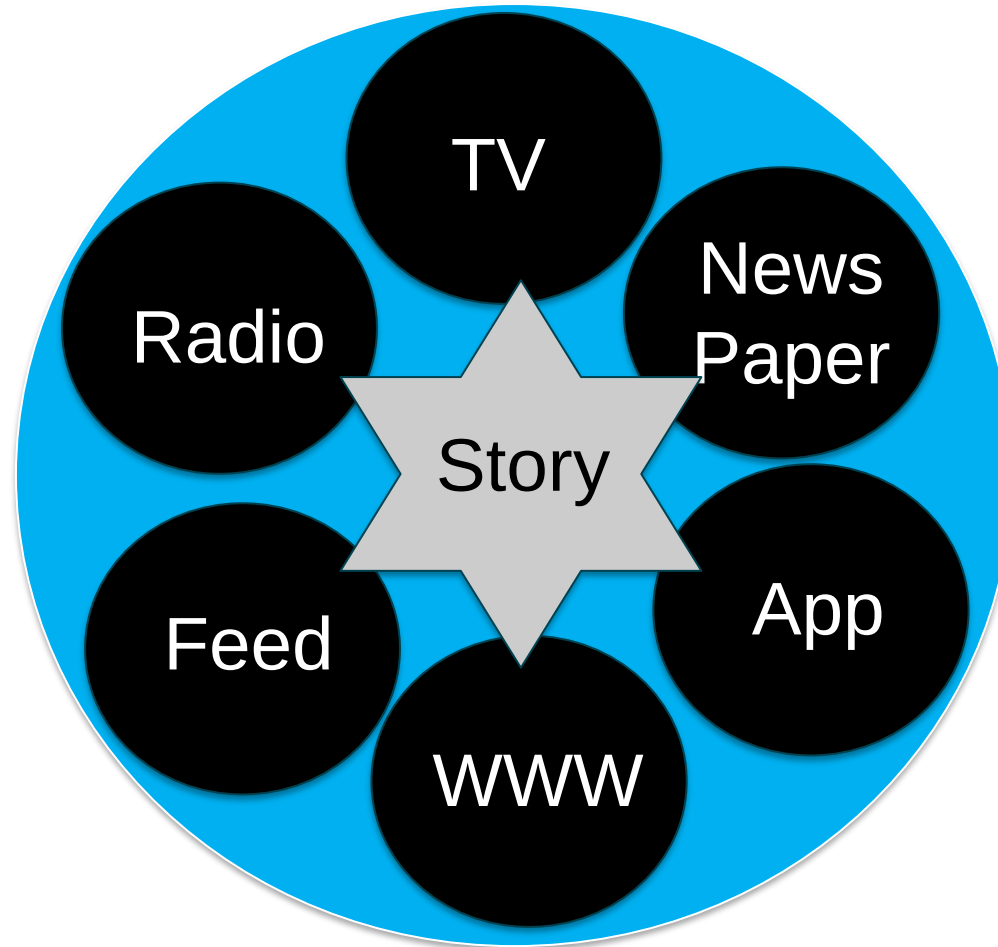
- that story world may be one issue
- or a series of related issues
- Each story is complete in and of itself
- The distribution method is dependant on the recipient's preferences

3. Crossmedia

Stories that are independent of themselves, need to be brought together in order to expand our understanding of the larger subject.

- Journalism may use portions of a story on multiple channels
- gives the ability to target varied audiences
- This builds an ***efficient* audience**

3. Crossmedia



Story World

Summary

1. **Synergy** - exploitation of various platforms to sell products
2. **Convergence** - the process by which media technologies are integrated to adapt to cultural changes
3. **Crossmedia** - One story told across multiple channels to create ***efficient audiences***

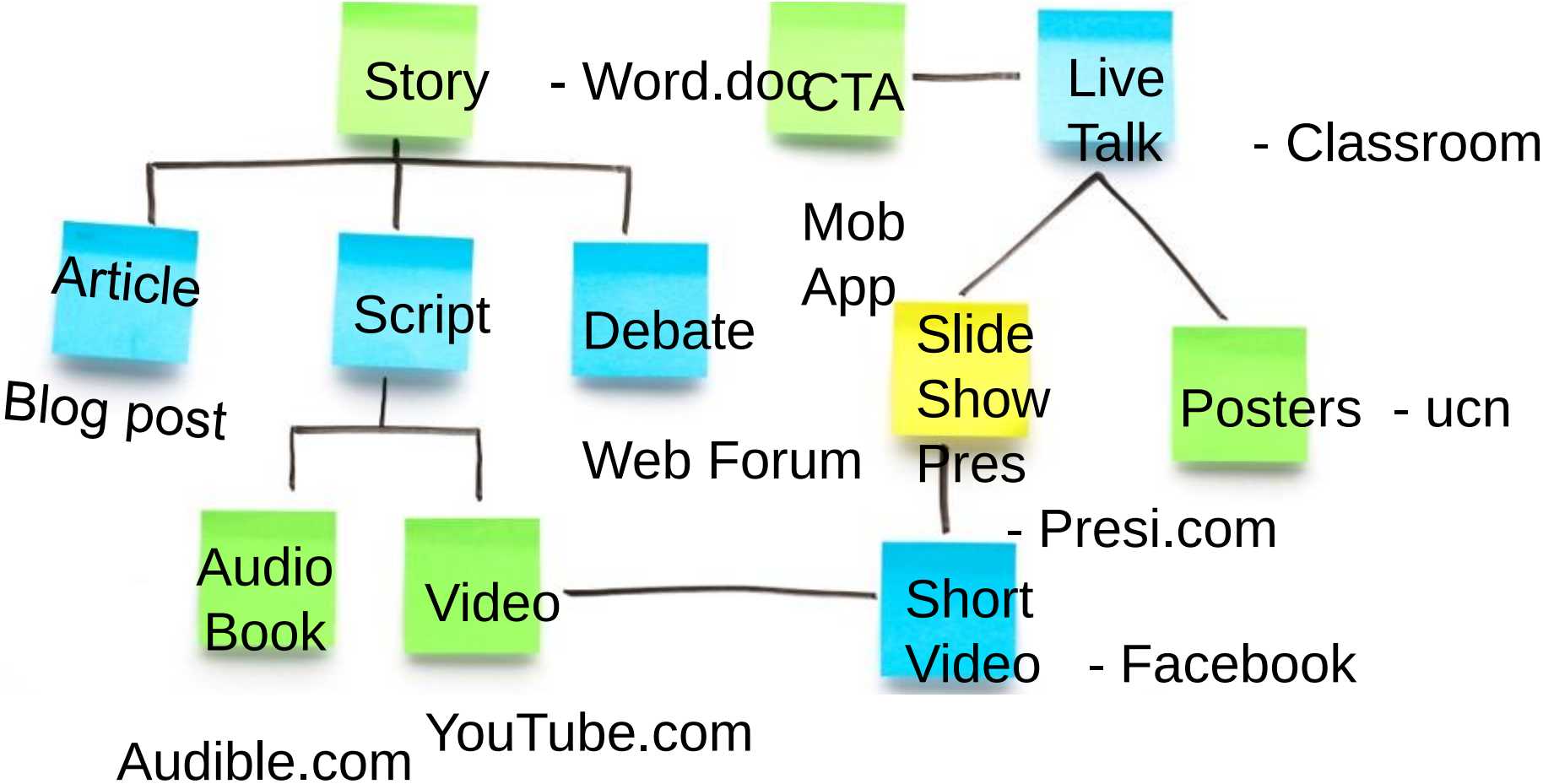
Independent Practice

In your groups, expand your **Convergence flow chart** for your storytelling to create an ***Efficient Audience***:

- Decide which media will be used for what
- Decide How your media be reached, when and by whom
- Decide which media Platforms will be used

Crossmedia Flow chart

“A Guy and his Dog”



Resources

More on Henry Jenkins

- Convergence Culture: Where old and new Collide
- Web site: <http://henryjenkins.org>
- [Talks at Google](#):
- [TEDxNYED](#):
- [Henry Jenkins on How Content Gains Meaning and Value in a Networked Culture](#):