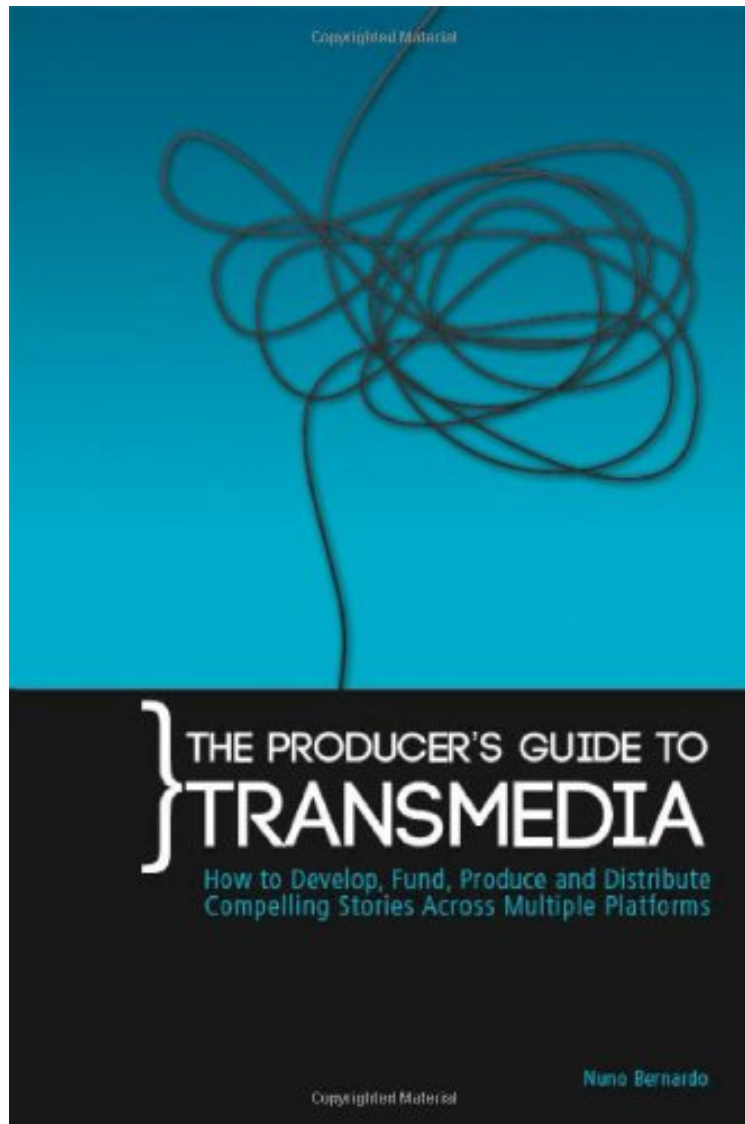


[Read ebook] The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms

# The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms

*Nuno Bernardo*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



#1431981 in Books Beactive Books 2011-04-05Original language:EnglishPDF # 1 9.02 x .41 x 5.98l, .60  
#File Name: 0956750001180 pages | File size: 36.Mb

**Nuno Bernardo : The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute

## Compelling Stories Across Multiple Platforms:

0 of 0 people found the following review helpful. Four StarsBy KellyGood stuff. Very Innovative0 of 0 people found the following review helpful. Four StarsBy Mark NewlanderExcellent book!0 of 0 people found the following review helpful. First book on transmediaof quality thatIhave found.By J. D. silverAuthor Nuno Bernardo is one of the pipneers of transmedia - very valuable insights. A good read well worth it.

The Producer's Guide to Transmedia offers advice on how to fund, develop, produce and distribute content across multiple platforms, drawing on Nuno Bernardo's ten years experience of Transmedia storytelling and production for global audiences. This guide analyses how multiplatform can bring extra revenues and help producers connect directly to audiences and create entry points through which consumers can become immersed in content. It encompasses a series of case studies discussing ideas and concepts of how Transmedia can be key to promoting and engaging with audiences around a traditional TV show, feature film, game or consumer brand. Nuno Bernardo is an award-winning and Emmy-nominated Transmedia writer and producer, and the creator of the world's first international interactive online teen series, Sofia's Diary.

From the PublisherIn a world where the Entertainment industry is rapidly challenge business models established for decades, where audiences are changing their habits, Transmedia storytelling offers producers a way to really connect with their audiences using different medias and make their content part of audiences' lifestyles, whether they want to watch TV, access content on Web or on Mobile devices. As linear broadcast of content is becoming obsolete, producers need to be ready for the new "on-demand" paradigm. By using different media formats, Transmedia creates entry points through which consumers can become immersed in the content.About the AuthorNuno Bernardo is an award winning and Emmy nominated Transmedia writer and producer and the creator of the world's first international interactive on-line teen series, Sofia's Diary. His pioneering work in this area has lead him to be guest and keynote speaker at International events such as the Toronto, Cannes and Venice International Film Festivals, MIPTV (Cannes), MEM (London), Participation TV (London), the Interactive TV Show Europe, as well as many others. In North America he is an executive producer for several prime-time TV series including "The Weight" featuring Linda Hamilton, and "Living in Your Car", which recently premiered on HBO Canada. Recently we co-produced the feature film "The Knot" written by Noel Clark.