

**IPTV? Web video? Mobile content? Games? Web2.0?  
Cross-platform content?  
Everybody talks about it,  
but no one really knows how to go about it.**

**We do.**

**MEDIA BUSINESS SCHOOL**



## **THE PROGRAM**

**The Multi Platform Business School is a five day project-based workshop designed to give producers of audiovisual content a creative environment in which they can advance the development of their multi platform project and address the distribution of the linear and interactive formats in the respective markets.**

With the development of digital technology the media sectors are converging. Producers of film, television, game, mobile and other media are under increased pressure to develop content that can be released internationally and travel a multitude of platforms. This program will give them:

- tools to analyse user behaviour, define user profiles and engage different users
- creativity methods to think, innovate and design multi platform content
- overview of linear and interactive formats through their current and potential markets
- approaches and exercises on how to catalyze user(s) generated content and activity
- insight into the different production methodologies
- skills to supervise a team through the process

## THE MEDIA BUSINESS SCHOOL

The MBS is one of the foremost training institutions in Europe, working along the European Union Media Programme since 1991. More than 3,000 European professionals have done our courses which tackle all aspects of cinema, television and audiovisual production, distribution and marketing.

Our organization has the sponsorship of the Media Programme, Spain's Ministry of Culture, the Regional Government of Andalusia, the City of Ronda and the British media law firm Bird & Bird. We also have academic partnerships with the Danish Academy of Interactive Software, and the Berlin Brandenburg Media.Net, a media business network.

## PARTICIPANTS

**The MPBS addresses producers, designers and directors of audiovisual content in the process of developing content for the exploitation on a diversity of media platforms – tv, web, pc, game consoles, mobile devices. They apply with their project and are invited to bring members of the project team to the course.**

## TRAINERS

**Inga von Staden**, Projectscope, Germany

- Media Expert and Innovation Facilitator ([www.projectslope.de](http://www.projectslope.de))
- Director of studies, program “Interactive Media”, Filmakademie Baden-Württemberg ([www.filmakademie.de](http://www.filmakademie.de))
- Assessor for the technology funding program ProFIT by the Berlin Senate (<http://www.investitionsbank.de/desktopdefault.aspx/tabid-230/>)
- Member of the program board of the “fmx”, the International Conference on Animation, Special Effects, Games and Digital Media ([www.fmx.de](http://www.fmx.de))

**Raimo Lang**, YLE, Finland

- Head of Development for Finnish Broadcasting Company (YLE), fact and fiction genres in linear & non-linear formats
- concept developer, workshop teacher, facilitator, tools&methods builder for cross-medial narration
- researcher and writer on audience understanding and user centered media development issues

## EXPERTS

**Michael Rueger** is an independent interaction designer. He creates, develops and produces interactive and cross-platform content, such as Games, Webshows, Mobile Entertainment, ARGs and Virtual Worlds for production studios, publishers, ad agencies and international media companies. He lectures at the Filmakademie Baden-Württemberg and the Hamburg Media School (HMS).

**Teut Weidemann**, independent games consultant, Germany. Since 1987, he has been one of Europe's top game designers and producers and successfully founded and supervised dozens of game communities. He has been immersed in the development of MMOGs (massively multi-user online games) thus he has become a specialist in Web3D, community based entertainment, community building and management.

## THE COURSE STRUCTURE

The course starts with a welcoming session on Tuesday evening, August 4<sup>th</sup>, 2009. The work sessions begin on Wednesday morning, August 5<sup>th</sup>. The owners of a project will be asked to present the main idea of the project and the formats in planning. Throughout the four days they will receive individual counselling as well as work in teams to advance the development of their projects and address distribution scenarios.

The trainers and experts will give short input lectures and present case studies on:

- the spectrum of media today
- the spectrum of media usage motivations and manners today
- the singularity and power of linear and interactive media formats
- dramatic essentials of developing linear formats
- dramatic essentials of developing interactive formats
- user centered concept development: from need to content, from content to platform
- tv markets, web2.0, games markets, mobile markets and how they cross with each other
- building users profiles and scenarios, linking them to media concept
- engaging the viewer and user, user driven design
- consumer generated media

The theory presented will be applied to the projects during the course. The trainers and experts will assist the teams. Project owners are invited to discuss the development of their projects via Skype conferences with team members at home.

On Saturday afternoon, August 8<sup>th</sup> – Day 4 of the course – the participants will again present their projects and help assess the development the other projects have gone through. The course ends with a Farewell Dinner.

## DATES AND VENUE

Dates: August 4<sup>th</sup> – 8<sup>th</sup>, 2009

Venue: Ronda, Malaga (SPAIN)

Deadline for applications: June 9<sup>th</sup>, 2009

## MORE INFORMATION

If you are interested in MPBS and would like additional information, please do not hesitate to contact the course co-ordinator at [mpbs@mediaschool.org](mailto:mpbs@mediaschool.org) or visit our website [www.mediaschool.org](http://www.mediaschool.org). If you wish to be included in the selection process, please send the following documents by e-mail to the course co-ordinator at [mpbs@mediaschool.org](mailto:mpbs@mediaschool.org):

- A dully filled in application form (<http://www.mediaschool.org/programmes-2009/multi-platforms-business-school-/application-form-.html>)
- Curriculum Vitae
- A one-page synopsis of the project and the formats planned
- A project package including creative elements, demos or mock-ups, technical specifications and preliminary budget for each format envisioned.

Please, add any additional information you think is relevant for a better understanding of the project.

**MPBS – Multi Platforms Business School**

**MEDIA BUSINESS SCHOOL**

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