

“The Digital Fiction Factory [is] a completely new kind of development and production centre.”

Peter Salmon, Director, BBC North



OUR PARTNERS



The Digital Fiction Factory 1

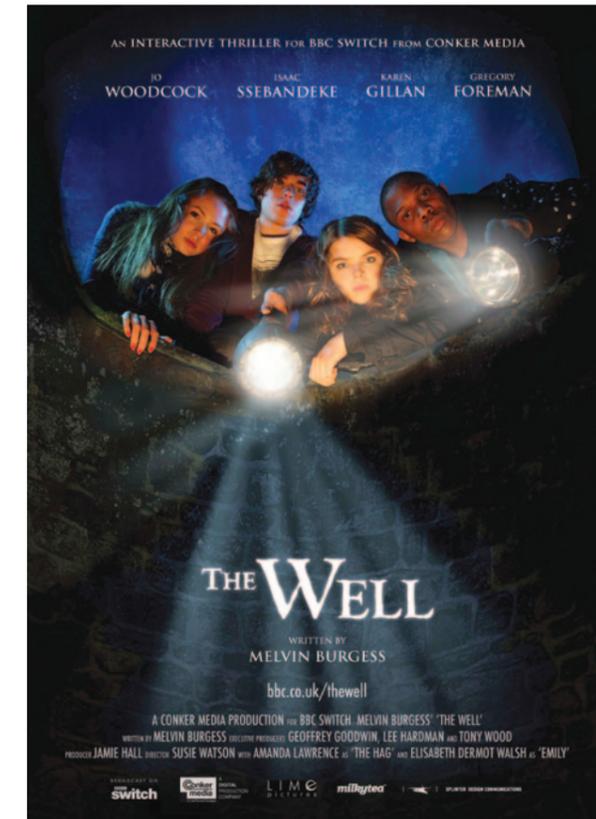
The Digital Fiction Factory has a creative partnership with the BBC, Channel 4 and Creative England to explore new ways of telling stories.

Based within the BBC at Media City in Salford, the Digital Fiction Factory team work with new and established writing/directing and digital talent, to bring a multi-layered approach to storytelling: creating stories which play across one or more platforms.

These platforms include TV, online, mobile, tablet and live events.

The Well by Melvin Burgess is a great example of this multi-layered approach, created for the BBC. The multi-award winning children's drama and companion game, played across TV and online: two layers that could be enjoyed independently or together, as a whole.

The Well picked up two awards at BANFF including the prestigious Judge's Award, a Royal Television Society award for Best Children's plus an International Emmy and BAFTA nomination. © Conker Media



Our partner company Lime Pictures (Hollyoaks, House of Anubis) brings a wealth of production expertise across children's and youth programming and provides a TV production engine for the Digital Fiction Factory.

With our broadcast partners, the Digital Fiction Factory are exploring new approaches to TV production which embrace new technologies including motion and performance capture.

Shelfstackers by Bede Blake is a fine example of how new technology – in this case the Canon 5D – can be employed to great effect: enabling a lower-cost and very flexible approach to production.

“The Digital Fiction Factory is a fascinating development. I, for one, will be knocking on their door to see how we can develop some drama projects for BBC Learning.”

Saul Nassé, Controller,
BBC Learning



Created for the BBC (6 x 30), Shelfstackers was the first BBC network production to be recorded, end-to-end, using the Canon 5D. © Conker Media



Developed for BBC Three and BBC Films, the Motion Graphic Novel is a first-stage proof of concept. © The Digital Fiction Factory



Online, mobile, tablet and live events

The Digital Fiction Factory's own creative network of over 300 companies from across the North of England, provide the digital production engine for the Digital Fiction Factory, with the expertise to develop and deliver content and applications for connected TV, online, mobile, tablet and live events.

With the Digital Fiction Factory, the creative network have been exploring future format applications with a focus on our partners' multiscreen strategies.

The Motion Graphic Novel by Gospelware is a great example of this, which takes existing TV assets to create a wholly new and interactive experience for the tablet.

“The content that it makes will not only be for existing platforms [but] will firmly keep one eye on the future. As new platforms emerge, The Digital Fiction Factory will ensure that the content it makes is available wherever people are and whenever they want it.”

Peter Salmon, Director, BBC North



Creative Network

The Digital Fiction Factory's creative network features talent working in connected TV, online, mobile, tablet and live events. 60 members of the network are shown here, from Leeds, Liverpool, Macclesfield, Manchester, Newcastle and Sheffield, representing around 20% of the network.

MANCHESTER

amaze

apadmi mobile apps and solutions

ALBINO MOSQUITO

Mighty Giant

Corporation Pop

raw

SP savvy productions

code computerlove

LARKIN'ABOUT

HEAD FIRST ADVERTISING & DESIGN

Fusion Futures

* STARDOTSTAR

SL Studio Liddell

play

Bellyfeel.

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LEEDS

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RED KITE GAMES

mi ko.

NEWCASTLE

FIREBRAND

TH_NK

Riff Raff

ATOMHAWK DESIGN

smarter online thinking

Fluid Pixel

IDEONIC

smashing ideas

NOSEBLEED INTERACTIVE

GOSPELWARE

MACCLESFIELD

ABSTRAKTION

matmi

SHEFFIELD

Mudlark Making life playable

teamCooper

rckt

Binky

QUBA

desq

theWorkshop

FRONT

Human

LIVERPOOL

citrus suite

Sparkle*

APPOSING

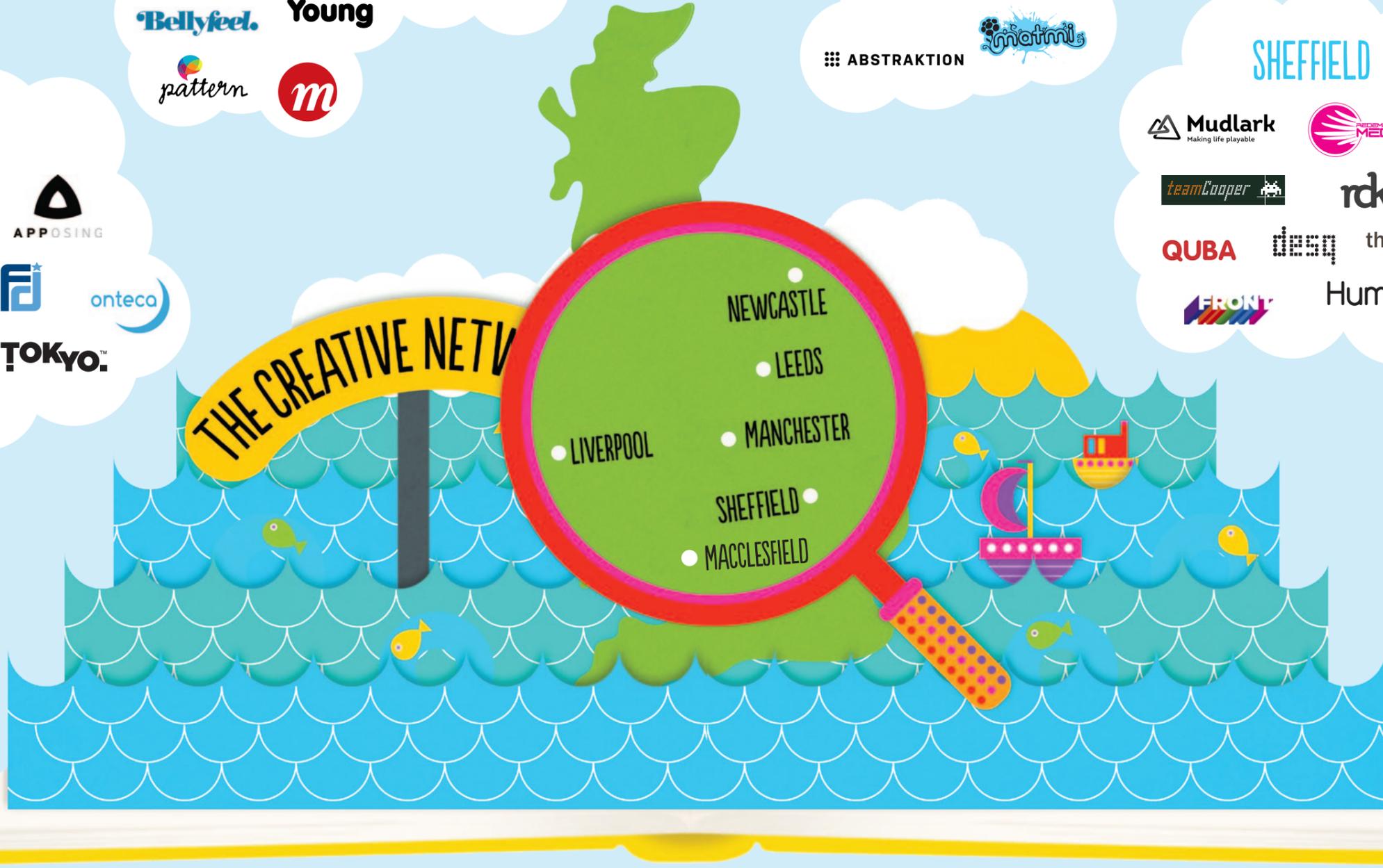
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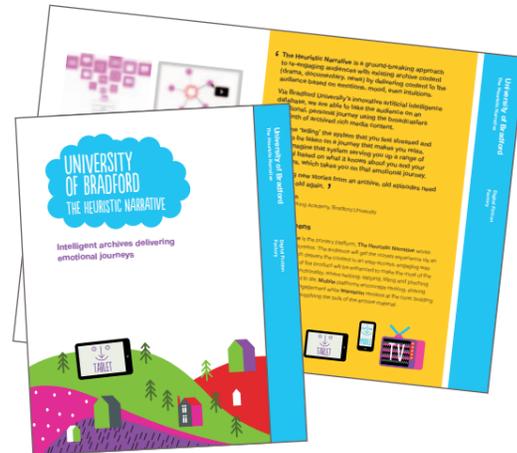


6 Academic Network

Sitting alongside the creative network is the Digital Fiction Factory's academic network, made up of 15 universities from across the North.

Led by Professor Ron Cook, Emeritus Professor in the School of Media at the University of Salford, the academic network brings a near-future perspective to the work of the Digital Fiction Factory.

3rd year and postgraduate students from our academic partners are actively engaged in the development process, working alongside members of the creative network to explore our channel partners' multiscreen strategies.



The Heuristic Narrative by the University of Bradford is an excellent example of this. A ground breaking approach, using the University's artificial intelligence database, to engage audiences with broadcaster content based on emotions, mood and even intuitions and delivering a unique experience online.



Professor Ron Cook
Director, Academic Network

Ron is Emeritus Professor in the School of Media at the University of Salford. He was formerly Director of the International Media Centre at the University and the Northern Edge, a collaborative project of Northern Universities.

Ron has extensive experience in the fields of Media Production and Media Education and led the establishment of the School of Media, Music and Performance at Salford. He is a member of the advisory board for the Journal of Media Practice, co-organiser of the annual Nations and Regions Media conference and a founding director of Channel M, a City TV service for Manchester.

Ron has regularly worked with public agencies such as the DCMS, Skillsset and the NWDA and has published articles on City Television, regional production and policy.

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CASE STUDIES



Developing Digital Fiction



Lena and the Inspector of Nuisances

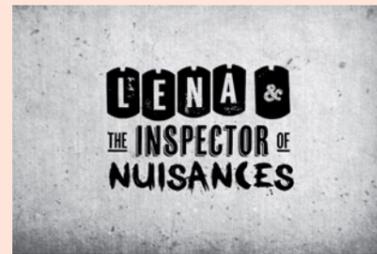
By Neil Jones

Fearless, forward thinking nurse Lena, her gang of urchins and new best friend, pest controller Win, are looking for Lena's missing father. They're about to be plunged into an adventure which takes them into a hidden world below the streets, where they see the things that grown-ups don't, and encounter eyepopping Nuisances... from shape-changing sewer worms to factories that go clunk in the night.

- 5 min episodes for online – TV novella style, action-led 'hooky' episodes
- An adventure game for mobile that lets you explore Lena's world and discover more about her story and our characters
- Collect Lena's gadgets on your mobile, starting with HORACE – the supernatural spotter that lets you see what grown-ups can't...
- Exploring how to apply background assets across the episodes and the game – creating a seamless experience for the audience

"The Digital Fiction Factory has encouraged me to really develop my vision for Lena, and the brilliant input from digital creatives and designers has sparked off all sorts of ideas, really enriching the script."

—Neil Jones



Neil Jones

Neil has written extensively for House of Anubis, Hollyoaks and Waterloo Road and is the co-creator of Sky's supernatural hit Bedlam.



You Are Looking in the Wrong Place

By Ed Hime

A neo noir detective series delving into one man's memory and identity. In an isolated, self-sufficient drug testing clinic, something very strange happens to kitchen skivvy and anti-corporate rebel, Tim String. He starts living the same day over and over again. Is it a conspiracy? A time-warp? Groundhog Day? Or is Tim just losing his mind? To solve the mystery, he has to confront the secrets living deep within this building and his mind, a quest which will completely unravel his sense of identity...

- 6 x 60 min episodes for TV – a branching narrative with strong hooks and a story of the week
- A free-roaming game for online that lets you explore the darker side to the Larsen Institute from the perspective of a member of staff: testing your morality through questionable experiments inspired by real world events
- A narrative-based game for online that invites you to become part of a clinical trial that will challenge your own identity through a series of evaluation, observation and memory tasks
- A personal navigation tool for catch-up that lets you choose your own path through the drama and navigate the branching narrative



Ed Hime

An experienced playwright and screenwriter, Ed was part of the writing team for Skins which earned him a BAFTA nomination for breakthrough talent.

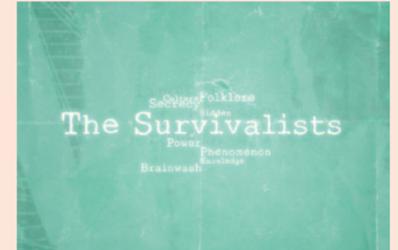


The Survivalists

By Julian Hanshaw

Conspiracy theorists Daniel and Seth live in a small town on the edge of Britain's own Bermuda triangle – a magical wood where people disappear. Can they find Daniel's missing brother and solve the mystery of the hungry forest? Or will their plans be derailed by the earth shattering arrival of new girl Tara?

- 6 x 30 min episodes for TV - offbeat coming of age bromance with an over-arching mystery and relationship-based stories of the week
- A webcast - Def Con 1 – featuring Seth and Daniel from the TV series, distributed across social media channels including YouTube and woven into the fabric of the TV episodes
- A graphic comic from series creator Julian Hanshaw which expresses Daniel's innermost thoughts
- A fun mobile app – Hoax Booth – which features in both the webcast and the episodes for TV and available for download



Julian Hanshaw

Julian is the Observer/Comica award winning graphic novelist of I'm Never Coming Back and The Art of Pho.

"The Digital Fiction Factory from the get go have been my security blanket. They have listened, advised, made soothing noises and most importantly have inspired."

—Julian Hanshaw

Developed by Ki Media the graphic comic is a first stage proof of concept.





The Band That Time Forgot

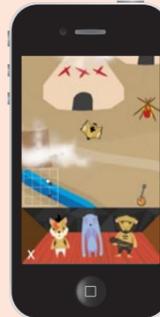
By Roland Moore

Animated comedy about a struggling orchestra 'The Animusos': cool extinct animals who are trying to crack the big time. Where else can you see a Bowiesque Tasmanian Tiger playing the sitar, a goth Dodo on drums or a caveman conducting with his club..? Has our band got the talent to take them – one way or another – to the top? Or will arch-rival Vane succeed in destroying their dreams?

- 5 min episodes for online – self-contained, animated, anarchic comedy episodes
- A dual-function rhythm game for the tablet aimed at a younger audience (6-8 years) that includes a play along experience synched to the episodes
- A dual-function play along and free-roaming game for mobile, packed with band characters and settings and aimed at an older audience (9-12 years)
- Exploring how to capture the data to create our characters for both the episodes and the games, working with the BBC Philharmonic Orchestra



Developed by Matmi the rhythm game is a first stage proof of concept.



Developed by Head First the free-roaming game is a first stage proof of concept.

Roland Moore

Roland was the creator of the award-winning BBC Daytime drama *Land Girls*, and has written widely for children including the shows *Meeow*, *Rastamouse*, *Waybuloo* and *Peter Rabbit*.



My Other Family

By Jonathan Larkin

12-year-old Jenny's a square peg in a round hole: not quite a geek, not quite a plastic - and not quite the apple of her parents' eyes. When she encounters a mysterious, ageless mirror in her new home, she somehow summons up the family she always hoped for. This is her Other Family, a quirky, madcap but inclusive crew who are going to take Jenny for the ride of her life...

- 5 min episodes for online – loosely serialised, each episode deals with a particular dilemma
- A multiscreen experience for online, tablet and mobile, where you can collect, play with and nurture 'Mirari' from the show
- Exploring how the audience can create their own 'Mirari' which will appear in their own, personalised episode, online



Jonathan Larkin

In 2009 Jonathan created the BBC digital drama *Proper Messy*, which played both online and on TV and proved a hit with young audiences.



Developing Digital Formats

The Producer's Multiscreen Toolkit For BBC Learning

A suite of editorial tools, designed to increase audience engagement. The toolkit enables producers to create multiscreen experiences using new content or by repurposing existing assets.

Programme Explorer

- Adds layers of information to video content to expand on the themes and references within a TV show
- Uses interactive layers to inspire your curiosity and spark journeys of discovery
- Encourages the audience to delve into the themes of a show, peeling back layers of additional content

Perspectives

- Merges television and gameplay, to create a unique way to interact with video content
- Gaming devices inspire onscreen interactions, where your choices effect your progress through the story
- Transforms the audience from passive viewer to active participant

Storybook

- Adds interaction, puzzles and gameplay, to create immersive experiences that enhance a TV show
- Uses interactions to inspire your curiosity; the more you explore the richer the rewards
- Inspires creativity in the audience by giving them the tools to create their own storybook experiences

"For me the experience was both stimulating and enjoyable and I'm sure [it] will inform my thinking about narrative process for some time to come."

—Professor Graham Mort, Lancaster University



BBC LEARNING



The Producer's Multiscreen Toolkit was developed for BBC Learning by the Digital Fiction Factory working with members of the creative and academic network.
© The Digital Fiction Factory

12 Working with Existing Brands



Alongside developing digital fiction and new digital formats, the Digital Fiction Factory team and the creative and academic network have been exploring editorially led, digital innovations for existing brands.

A good illustration is the work undertaken in partnership with CBBC.

© Corporation Pop



Newsiverse is an exciting new way for the audience to engage with and share news stories. From a storytelling point of view, Newsiverse brings you the backstory to the news.

IDEONIC

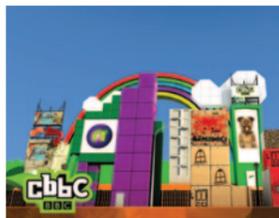


NICI is an AI (Artificial Intelligence) companion that, over time, learns what you like to watch and do and guide's you through an ultra-personal experience on mobile, tablet and online.



Press Packer Club is a fun and innovative social experience offering a unique way to explore and understand news stories – charting personal routes through the news.

Sparkle*



Homeworld is a new and exciting way for kids to navigate the wealth of content across CBBC Online – exploring, playing and sharing in a safe and secure environment.

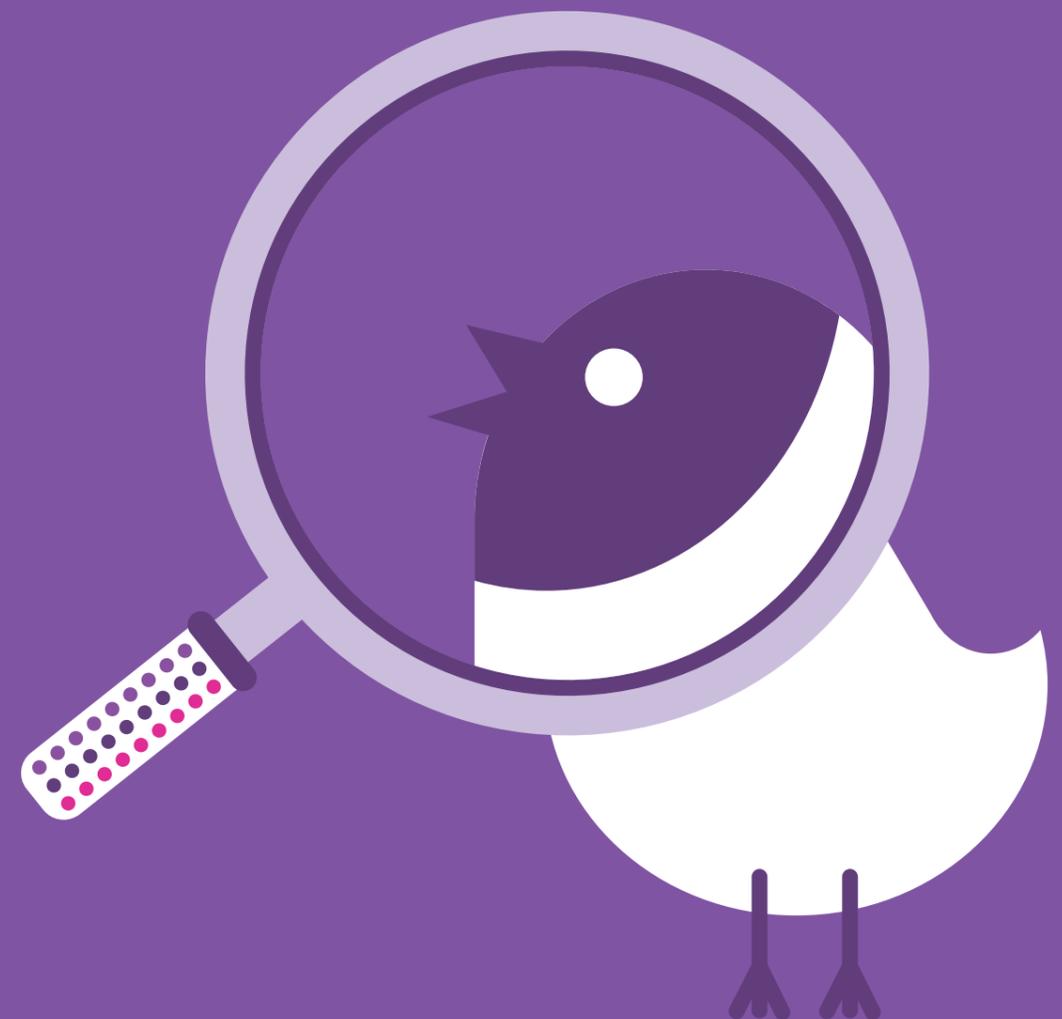
IDEONIC



Gamedgets are unique and fun tools, primarily designed for mobile, that allow kids to create User Generated Interpretations (UGIs), which are instantly shareable because they require no moderation.

The Digital Fiction Factory call these proof of concepts, which represent the first stage in the development of all our digital innovations; whether standalone or part of a brand new fiction proposition.

PROOF OF CONCEPTS



Proof of Concepts

Proof of concepts represent the first stage in the development of our digital innovations. A selection of which are described below:

Augmented Audioscapes by Stardotstar

Creating ultra personal experiences in real-world locations.

Battle Game by Manchester Metropolitan University with Studio Liddell

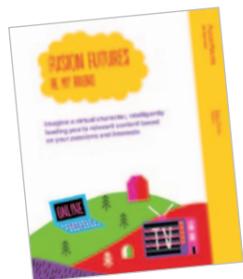
A socially driven, dynamic gameplay experience.

BBC TV Extra by Code Computerlove

Discover, play, learn and share more than ever before.

Be My Friend by Fusion Futures

Imagine a virtual character, intelligently leading you to relevant content based on your passions and interests.



Bloom by Bellyfeel

An interactive story creator for children.

CGI Design by Atomhawk

An immersive design concept creating reusable assets for multiple platforms.

Codebase by Rckt

Collect codes from the real world to solve virtual mysteries.

Enhanced Storybook by Atomhawk

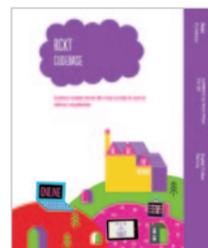
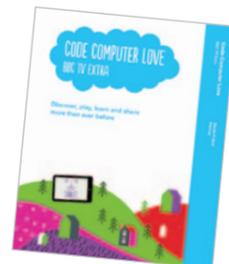
Bringing stories to life in your hands.

Enhanced Storybook by Riff Raff and Gospelware

Personalised storytelling where every story is your own.

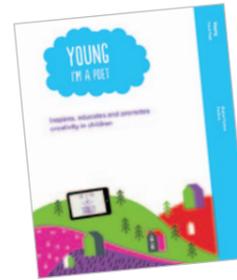
FaceStories by IpDipSkyBlue and Savvy Productions

Stories that adapt to what you do, your emotions and the information you share with the world.



Filter Bubbles: Whose Side Are You On? by Onteca

Putting the audience at the heart of the story.



Gamers Unlocked by Leeds Metropolitan University

Delve into the Gamers backstory via engaging gameplay.

HeadSpace by IpDipSkyBlue and Savvy Productions

Creating immersive mobile audio-tours anchored around real-world objects.

I'm A Poet by Young

Inspires, educates and promotes creativity in children.

Immersive Publishing Platform by Ki Media

Using frictionless data scraping to deliver personalised comics.



Infestation by Ideonic

A fun and quirky dual-screen gameplay experience for kids.

Infographics (Data Visualisation) by Fluid Pixel

Interact. Involve. Learn.

Kargs Vengeance by Code Computerlove

An immersive arcade game that gives you real power.

Mash-Up Magazine by Riff Raff

Enjoy your own personalised version of a weekly CBBC online magazine.

Massively Multiplayer TV Drama by Stardotstar

Where combined audience participation drives the story.

Motion Capture by the University of Bradford

Merging real-life with animation via mocap innovation.

Numina by Bellyfeel

Interactive experience engine.

Pulling Strings by Ideonic

A gaming adventure delving into the Geeks storyworld.

SMS Storytelling by Numiko

Perception is everything.

Story Frequency by Team Cooper

Immersive audio storytelling: create your path, listen, interact.

Story Hunter Technical Innovation by Citrus Suite

A mobile-based interactive storytelling product for kids.

The Aftermath by Larkin' About with Apadmi and Albino Mosquito

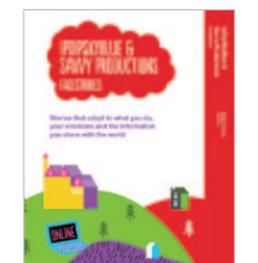
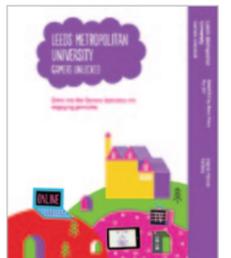
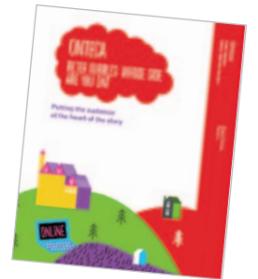
An immersive game experience.

The Cutting Room by Momentum

Your favourite shows, outside the box.

The Heuristic Narrative by the University of Bradford

Intelligent archives delivering emotional journeys.



The Real-Time Storytelling Engine by Red Ninja

Fantastic storytelling builds the experience, but the real world feeds it and keeps it evolving.

Towrz Campaign by Tokyo Digital

An unforgettable multi-platform storytelling experience that blurs the lines between the real world and the virtual world.

Travelling Tales by Flamin Delux

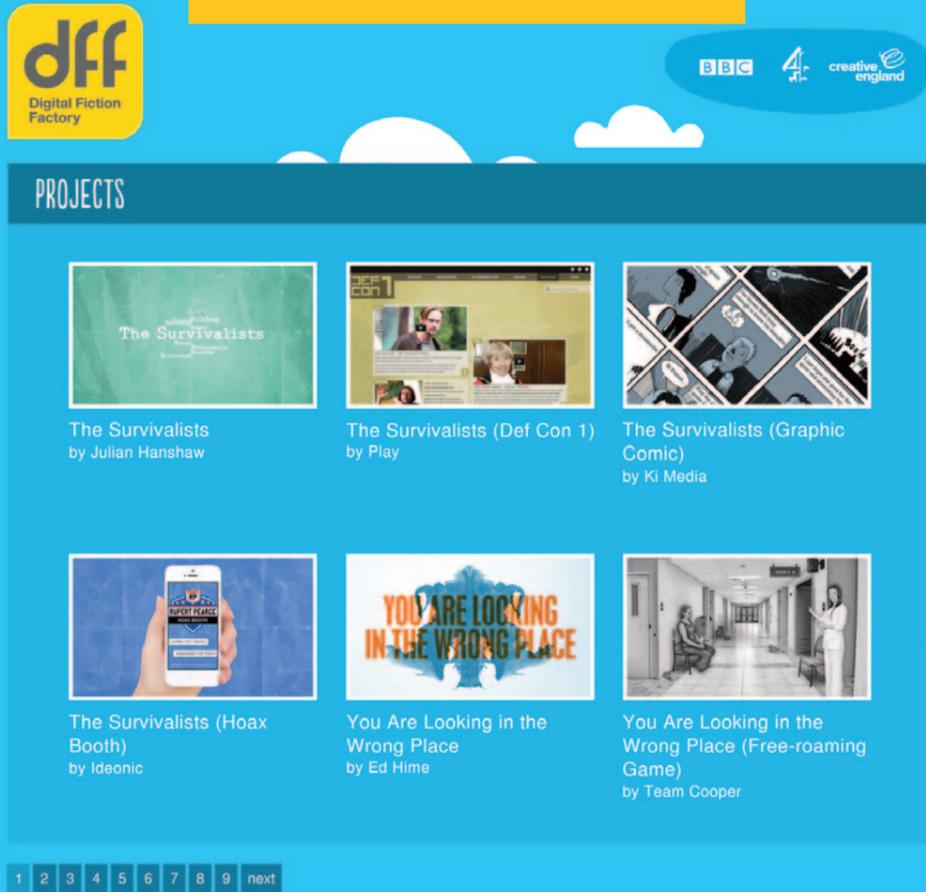
Creating ultra personal, hyper local, immersive audio experiences.

Tribal Survival by Code Computerlove

An immersive social game with an apocalyptic twist.



Our stakeholders can view all of our projects and proof of concepts online by invitation.



OUR PARTNERS



18 Our Founder Stakeholders

Our stakeholders have played an important role in establishing a strong foundation for the Digital Fiction Factory since its launch in April 2011.

BBC

Abigail Appleton, Head of Commissioning, BBC Learning (*from September 2012*)

Isabel Begg, Head of Rights, Business Affairs and Partnerships, BBC North

Kay Benbow, Controller, CBeebies (*from September 2012*)

Zai Bennett, Controller, BBC Three

Pat Connor, Head of Development and Events, BBC North

Joe Godwin, Director, Children's

Christine Langan, Creative Director, BBC Films

Peter Salmon, Director, BBC North

Cheryl Taylor, Controller, CBBC (*from September 2012*)

Karl Warner, Executive Editor, Entertainment Commissioning

Channel 4 (from April 2012)

Stuart Cosgrove, Director of Creative Diversity

Richard Davidson-Houston, Head of Online

Anna Higgs, Head of Film 4.0

Hilary Perkins, Multiplatform Commissioning Editor, Drama and Film (*to April 2013*)

Creative England (from September 2012)

Jim Farmery, Director of Business Development

Lynne McCadden, Head of Development

About The Digital Fiction Factory

The underlying principles of The Digital Fiction Factory are to experiment, challenge, pioneer and collaborate: both within the BBC and Channel 4 and with the wider creative community in the North of England. Supported by BBC Vision and BBC North, our launch partners for The Digital Fiction Factory were CBBC, BBC Three and BBC Films. Joining our launch partners in 2012 were Channel 4, E4, Film 4 and Film 4.0, together with BBC Learning and Creative England.

The Digital Fiction Factory has a creative partnership with the BBC, Channel 4 and Creative England.

The BAFTA, Rose d'Or, Emmy-nominated, RTS and double-BANFF winning Digital Fiction Factory team have played a leading role in the development of multi-layered digital fiction in the UK; the achievements of which have been recognised internationally and which led to the foundation of The Digital Fiction Factory in April 2011.

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The Digital Fiction Factory would like to thank the following creative teams who have worked with us to deliver proof of concept work for the Digital Fiction Factory in the North:

Albino Mosquito	Humanstudio	Pattern
Apadmi	Ideonic	Play
Atomhawk	IpDipSkyBlue	Rckt
Bellyfeel	Ki Media	Raw
Binky	Lancaster University	Redemption Media
Bradford University	Larkin' About	Red Ninja
Citrus Suite	Leeds Met. University	Riff Raff
Code Computerlove	Manchester Met. University	Sparkle
Corporation Pop	Matmi	Savvy Productions
Design Zoo	Mighty Giant	Smiling Wolf
DESQ	Momentum	Stardotstar
Flamin Delux	Mudlark	Studio Liddell
Fluid Pixel	Newcastle University	Team Cooper
Fusion Futures	Nosebleed	Tokyo Digital
Gospelware	Numiko	York University
Head First	Onteca	Young





www.digitalfictionfactory.com

