



BUILDING A TRANSMEDIA PROPERTY

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What Is a Transmedia Property?

- Properties that succeed in several media at once.
- Used to occur organically: *Star Wars*.
- Can now be engineered: *Pokémon*.
- Can be used with transmedia storytelling, but that's another lecture.

Successful Examples

- *Star Wars*
- *Halo*
- Marvel / DC
- *Harry Potter*
- *Pokémon*
- *Yu-Gi-Oh!*
- *Cars*

Failed Examples

- *Blade Runner*
- *Viva Piñata*
- *AI* (the Spielberg film)
- Lots more, but most are obscure.

Consider Common Elements

- It's possible to reverse-engineer success.
- Not every success hits every point.
- The more points you can hit, the better.

A World to Explore

- Starts simple but allows the world to unfold.
- Features secret knowledge.
- Lots of opportunities for new stories.

Iconic Characters

- Often have a unique look.
- Heroes
 - There for the fans to identify with.
 - Must be likable.
- Villains
 - There for the fans to hate. Encourage that.

Iconic Imagery

- Easy to identify visually.
 - Lightsaber
 - Pokéball
 - Harry Potter's glasses or scar
- Cleaner imagery makes for a broader market.

The Hero is Not Unique

- He or she may be “the best there is at what I do,” but there are others who can do similar things.
- Allows for players to:
 - Create their own heroes
 - Make their mark on the world
 - Feel a sense of ownership

A Simple Hook

- What are you supposed to do?
 - Kill the monsters, take their stuff.
 - Collect and train creatures.
 - Save the world.
- Make it repeatable, but with variety
- Create a logline or elevator pitch.

Media Integration

- Consider the integration of media into each other.
 - Feature gameplay / toys in other media.
- Make it seem integral and natural.
 - If it's not true to the property, it rings false.

Making It Work

- Choose your market and stay true to it.
- Respect your world and your fans.
- It all depends on quality storytelling and execution.

Thanks!

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