Hi again,

Following on from my back door contribution to the guidelines in this article
http://bit.ly/ffbU2r - here is specific feedback in chronological sequence to the
ALL MEDIA PROGRAMS section of the draft.

"What do we mean box"
- these definitions confuse rather than clarify. I would suggest you simply state a
definition about Multi-Platform as the generic term in a Content and Production
context and have at the bottom of the document a definition of some of the other
terms. Transmedia for example is a very subjective term at the moment and
cross-media, cross-platform, 360, multi-media, digital, new media, interactive etc
etc: are all interchangeable depending who you speak to. Do not start the
document with that kind of confusion.

"Two programs are offered...Digital Ignition, All Media Production"
- Great that you are thinking of interesting terms but firstly the term ignite is used
globally as part of webjam and open funding pitching presentations eg:
http://www.ignitesydney.com/ and particularly in the US - also 'digital' is a
nonsense vague term too in this context and is an industry term referring to a
specific commercial sector. Prefer 'Multi-Platform Development' - it is clear what
it is, money to help move an idea forward or in some cases could actually wholey
fund experimental or 'social good' projects
- All Media Production. Confusion again, given SA funds linear video (tv/film)
does this mean that is a part of all media? The term is not widely used and feels
like it has been invented by a few industry folk. Please go with Multi-Platform
Production

"The All Media Fund does not support projects conceived primarily as ancillary
marketing or promotional additions to existing non-interactive screen content"
- I think some of the most innovative multi-platform projects can come from
sophisticated 'transmedia' extensions around linear video projects and SA should
encourage feature/TV submissions alongside Multi-Platform submissions as a
holistic approach.
- Note you also seem to contradict this in the box below that talks about
encouraging convergent TV/drama/docs?

ADDITIONS
To help the quality of submissions I would recommend three additions:
1 - Define the areas of Multi-Platform as much as possible to help give a sense of

the areas SA expects submissions to come in from. See this detailed description here http://bit.ly/etZBO1

2 - Transmedia Bible. Describe on the site a specific type of production documentation that SA and adjudicators prefer to acccess the project. This should be in the form of a Transmedia Bible and include a variety of sections that indicate the creator has a real handle on what it is they are proposing. This is something I have done with dozens of professionals as well as 65 student professionals. I can provide simple templates and descriptors for this but it contains at high level 1.Treatment. A story-focused overview & reasoning behind the service 2.Functional Specification. A detailed description of the user experience & interface 3.Service Design Specification. Look & feel overview of the visual & audio elements 4.Technical Specification. Detailed look at what and how technology will be used 5.Business Plan. How the service will be funded and/or generate income for example.

3 - Training. I feel a section here should highlight how potential project creators who are considering submission can get advice. This should include labs or seminars from a range of agencies and a directory of SA approved consultants or companies - btw storylabs.us are about to publish a global directory, categorized. This would feed into the 'Development' section

DIGITAL IGNITION - renamed to Multi-Platform Development
- Can still have the same intention and most of the text is fine. Good that it is strong on story-telling, albeit how subjective this is considering good community multi-platform projects enable user contribution, whose stories are often much more engaging and authentic than scripted ones.
- It could be explicit about part of the fund is to actually 'put' multi-disciplinary teams together...SA and approved directories to help you find the right people. (I cannot stress this enough - linear professionals in Australia particularly find it really hard to find good people to work with, SA needs to take a lead and help develop a directory)

"This program does not support the development of console games (i.e.,for Xbox, Playstation)."
- Would suggest pre-approved as some console games can be developed very cost effectively, particularly ports of already developed games

In the eligibility section you should include the Multi-Platform definitions again or point to it as a guide - the current one in the draft (mobile, web and smart phone is waaay too limited or useful)

Available funding should be increased to maximum of $50 at least if possible but suggest that the normalised amount is $25k - and it will range from more than just kick-start funding as good services can be created and tested on real audiences for much less. Remove the assumption that this is $30k for a bunch of consultations and EPOCs electronic proof of concepts. You may even suggest preference will be given to those projects that are able to demonstrate in the

submission that a service can be 'built and tested' and have learning outcomes.

ADDITIONS
- I also feel is a line that says 'projects are encouraged to show a clear community building strategy. Projects must demonstrate why and how their audience or user base will actually be activated"
- All projects in the Multi-Platform Production and Development sections MUST include a KPI section. Key performance indicators should be a section in the proposal - "what will be the indicator that the money spent has returned on its intention?" See my post here http://bit.ly/giAS45

So funding decisions could become
1 the potential of the project to provide ongoing benefits to the industry, including developing the team's skills or ENHANCING AUSTRALIA"S MULTI-PLATFORM sustainability
2 the appropriateness of the proposed development or production strategy and use of funds at its stage of development
3 strength of the proposal, including its cultural AND EDUCATIONAL significance, level of innovation in storytelling OR COMMUNITY BUILDING
4 the project's potential to connect with AND GROW its target audience
5 track record and MULTI-PLATFORM capacity of the creative team
6 strength of the marketplace (including level of any co-finance other than Screen Australia and the state agencies)
7 diversity of slate.

'Ignite Transmedia Workshop"
- Should be renamed to "Screen Australia's Multi-Platform Lab"
- Remove all references to transmedia (apart from saying, "transmedia storytelling will also be explored" which is a confused term regardless of the current hype.
- Mention the initiative SAMP Lab will include the development of 'experts' resources and directories to help linear story-tellers make the transition
- Also that it will make appropriate recordings available for all practitioners to use

ALL MEDIA PRODUCTION
- change name to Multi-Platform Production
- Agree that 'innovation in linear programming is important here' BUT it must have multi-platform components around it, particularly to drive audiences and engage interest in it. Innovative storytelling in itself without the extensions should be discouraged.
- Please include the definitions again, it is still vague and can be manipulated and mis-interpreted - http://bit.ly/etZBO1

TERMS OF FUNDING
- I suggest that the funds are designated differently than $200k and under is a grant and above SA has a 1% stake in. I defined 4 types of business intentions here http://bit.ly/etZBO1 and feel that 1 and 2 should be a recoupable investment and 3 and 4 a grant. This should be based on the key commercial driver vs a nominal cut-off figure

Hope some of this is useful

Best Regards Gary Hayes

GARY HAYES

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Author soon to be published book on multi platform - "Networked Media
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