TVX-in-Industry

Developing the New Craft Skills for Object Based Media

Mike Armstrong
BBC Research and Development, Salford, UK

tvx 2019

Object-Based Media will require
a new set of craft skills
for responsive storytelling.

This is work in progress…

For over 10,000 years the world was rich with stories without any of them being written down.

These stories were not text,
they were algorithms,
and responded to the audience.

Albert B. Lord
Book – *The Singer of Tales*

Storytelling was changed by writing,

Walter J. Ong
Book - *Orality and Literacy*

…followed by printing, photography, film, radio, television et al!

Marshal MaLuhan

Book - *Understanding Media: The Extensions of Man*

So how might we make responsive (factual) stories?

First we need to cast the audience in an engaging role.

Walter J. Ong

The Writer's Audience Is Always a Fiction

The role needs to fit with
the nature of the stories
and the style of interaction,

and the audience needs
to understand their role.

- Explorer…?
- Maker…?
- Participant…?
- Player…?

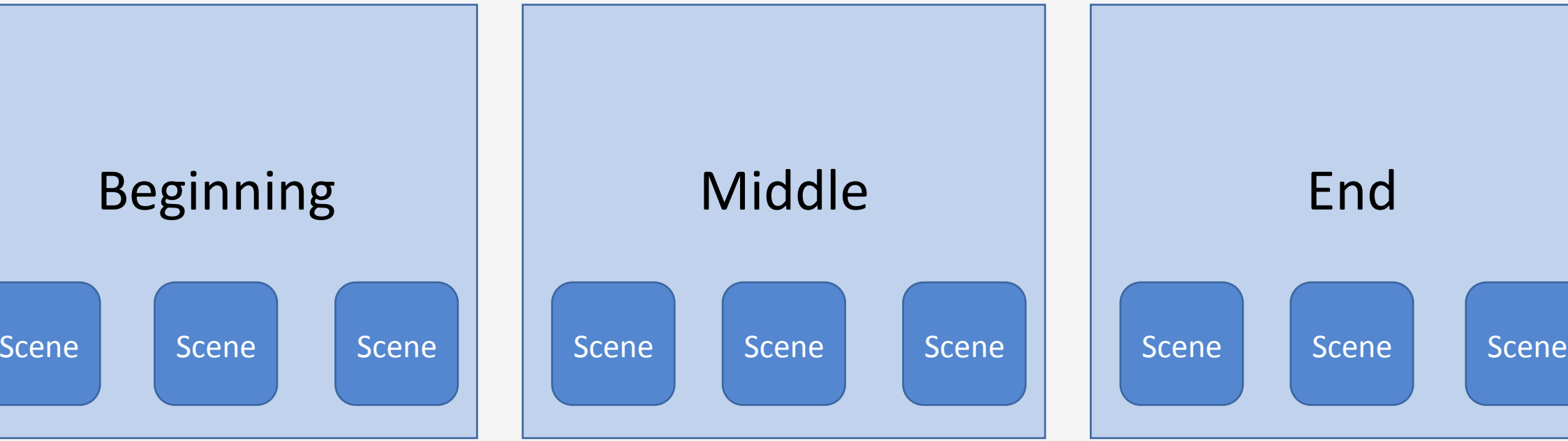
- (Student…?)

An observation…

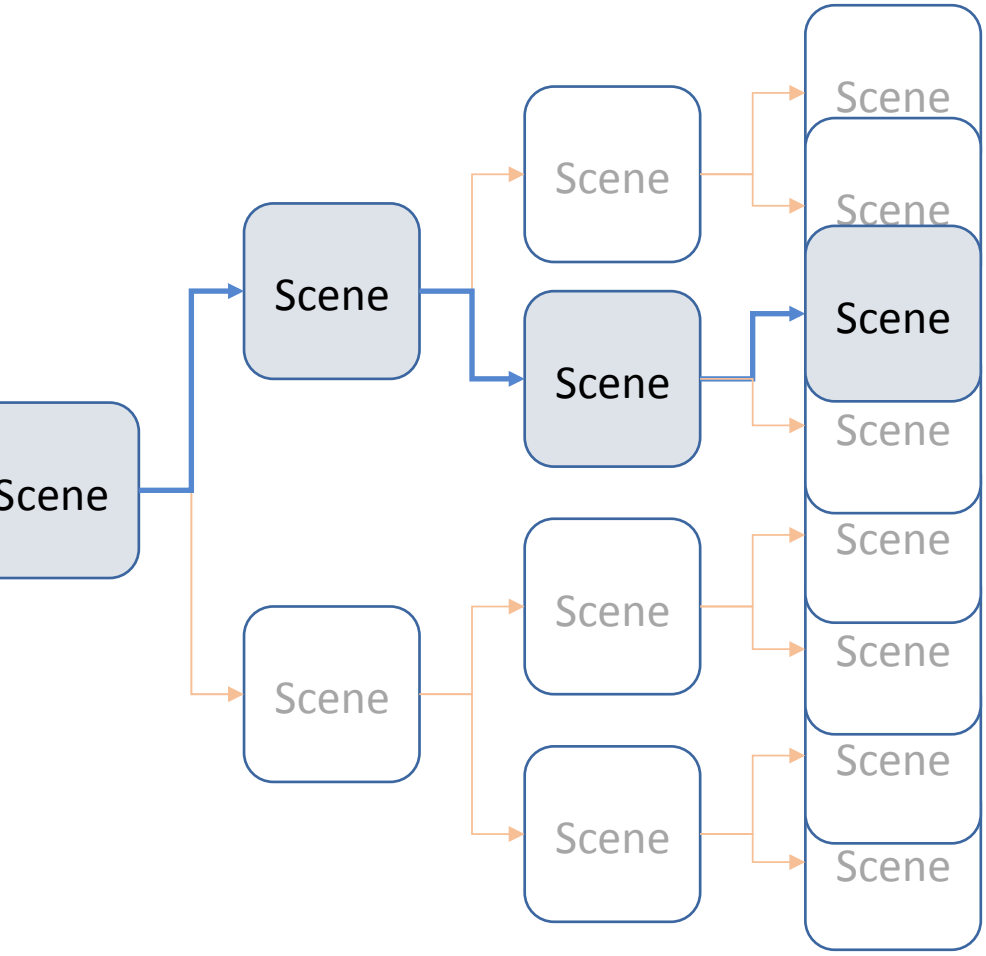
Responsiveness does not work well for narrative forms which developed as fixed media.

The three act play – fixed, scripted story structure

From Ancient Greek theatre – early fixed media



Branching Narrative – the problem!



Story branches to alternative outcomes based on choices.

Many different stories.

The choices have to be constrained to prevent a combinational explosion.

So can we learn
from video games…?

Four types of games narrative

- Environmental
- Enacted
- Embedded
- Emergent

Henry Jenkins

Paper - *Game Design as Narrative Architecture*

THE LEGEND OF
ZELDA™
BREATH OF THE WILD
© 2017 Nintendo

Environmental
Incredible!
FORT HATENO
11:15

Enacted

Teba
While I'm doing that, use your
bomb arrows to destroy the cannons.

Embedded
This little one and I are getting along quite well now.

Emergent

The same types of narrative can be identified in live television,

for example a news bulletin.

BRUSSELS
LONDON
BERLIN
PARIS
MADRID
CAIRO
BAGHDAD
NAIROBI
JOHANNESBURG
BBC
NEWS

Environmental

Enacted
Further & Higher Education

Embedded
UNIVERSITY STUDENTS
Loans repaid over 40 years
£3,000 grants
Source: Post-18 Review of Education+Funding

ICC CRICKET WORLD CUP 2019
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AMLA 7 14
ENG v SA 180-6 P2 34
TARGET 312
RASHID 0-33 7
83 KPH 52 MPH
Emergent

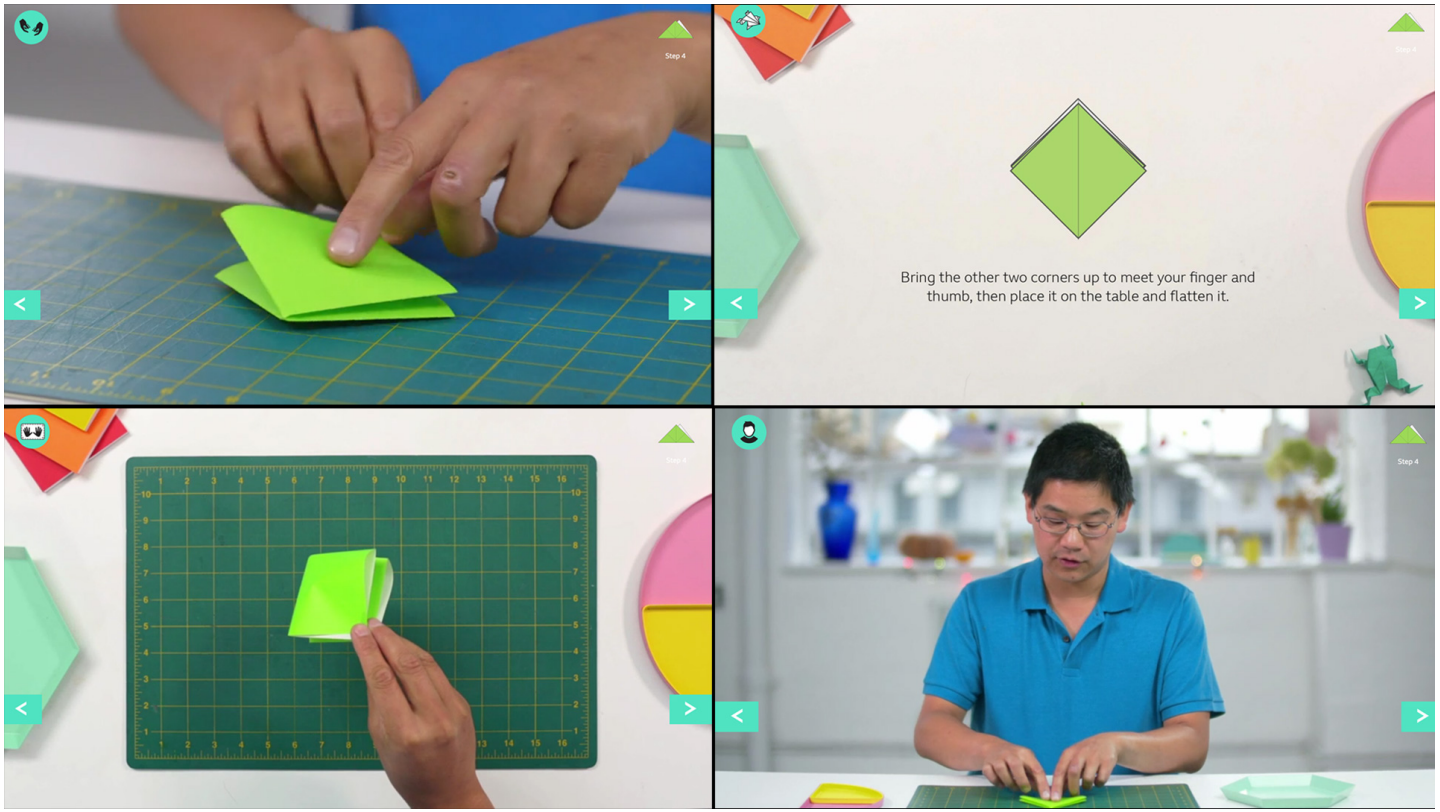
Live broadcasting and video games share common narrative forms.

We can make responsive media by building them like live programmes.

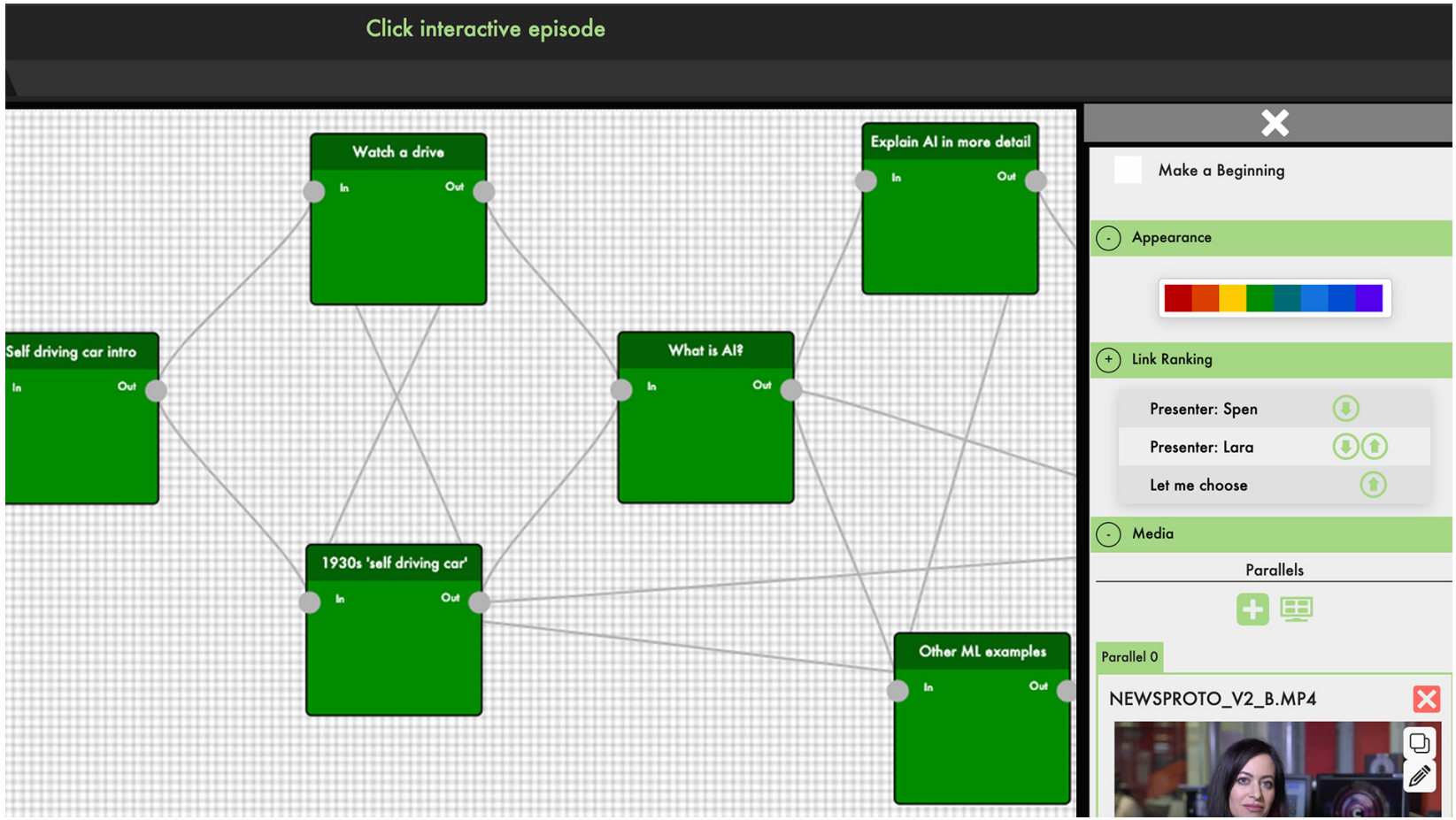
Where next?.

360 content is strong for **environmental** storytelling.

Make-along experiences are, in effect, **enacted** content.



R&D's StoryFormer tool is enabling linked items of **embedded** narrative



Emergent narrative will come out of participation by the audience.

Stories will arise as people share data and stories around places, events and their environment.

Participate project 2008
http://www.participateonline.info/

Questions?