

THE FUTURE OF TV

a very biased talk about interactive television

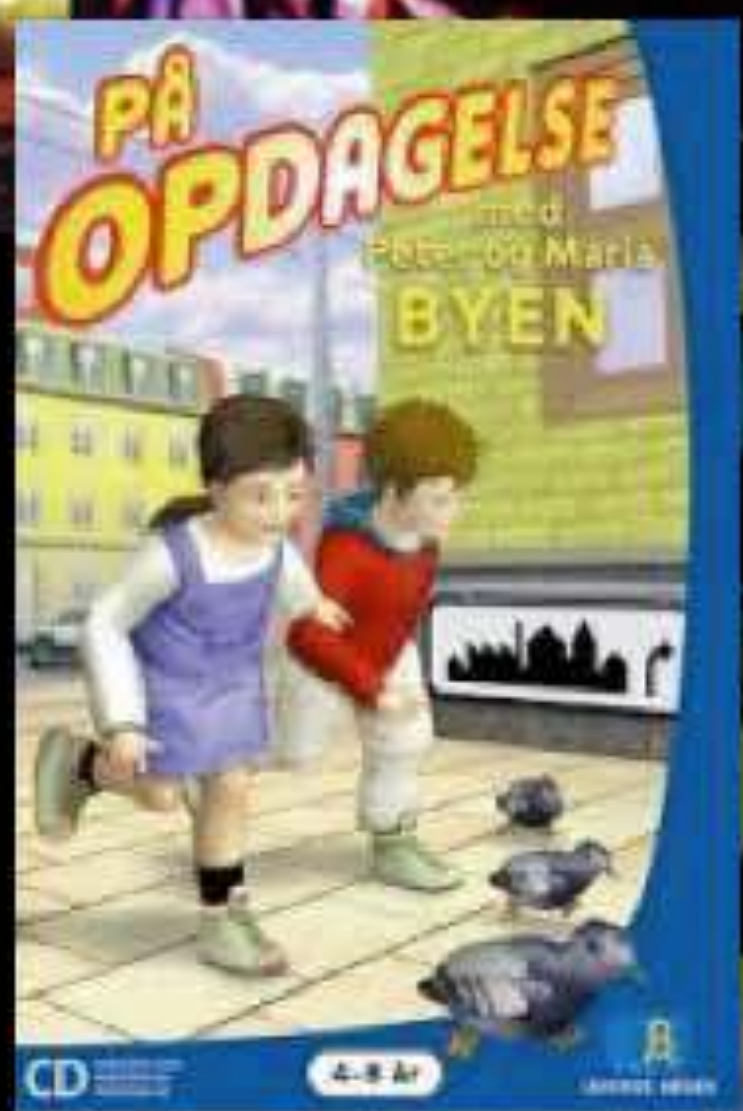
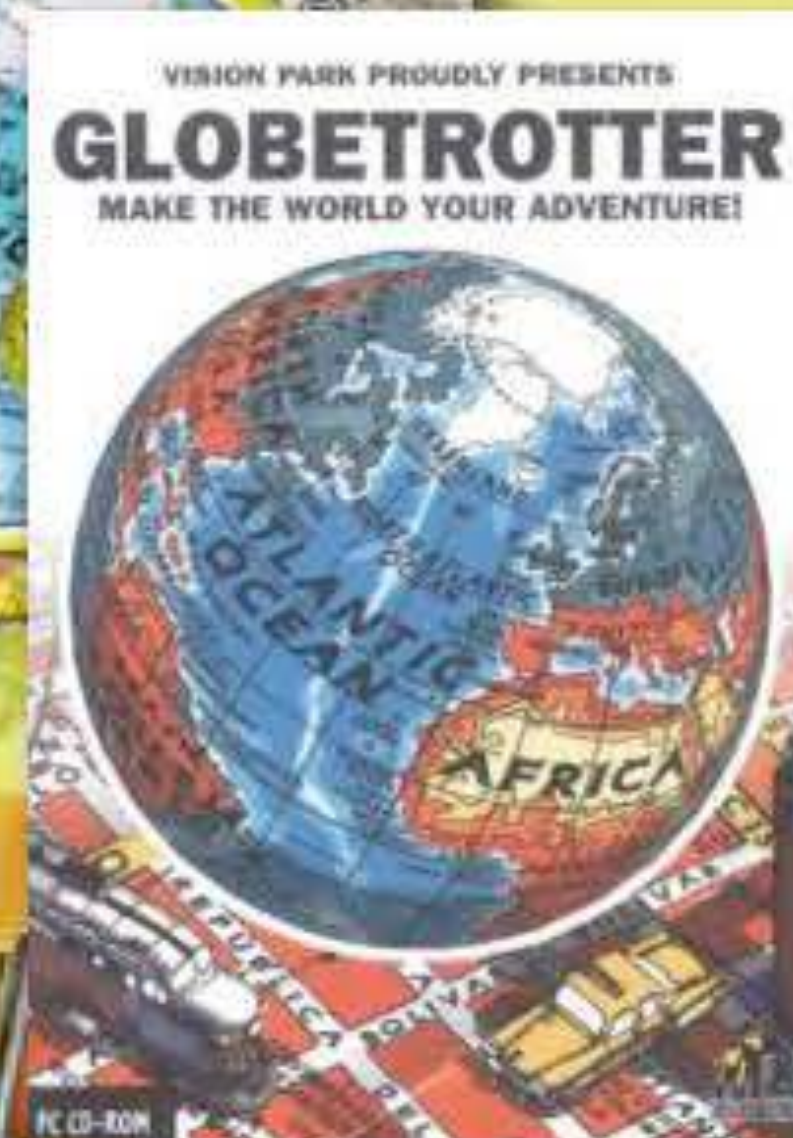
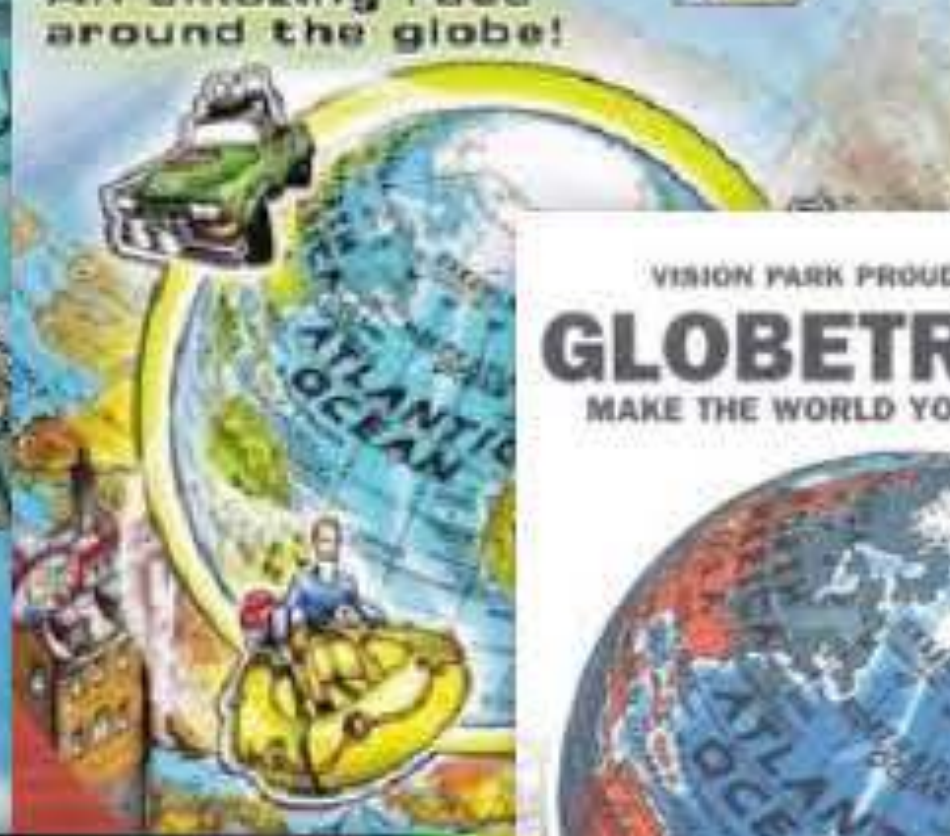




Jolly er et
stimulerende ord for Cola.
Forfriskning, smag og styrke
i rette øjeblik.

sig Jolly til din Cola

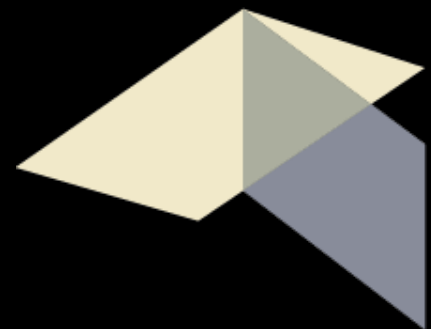




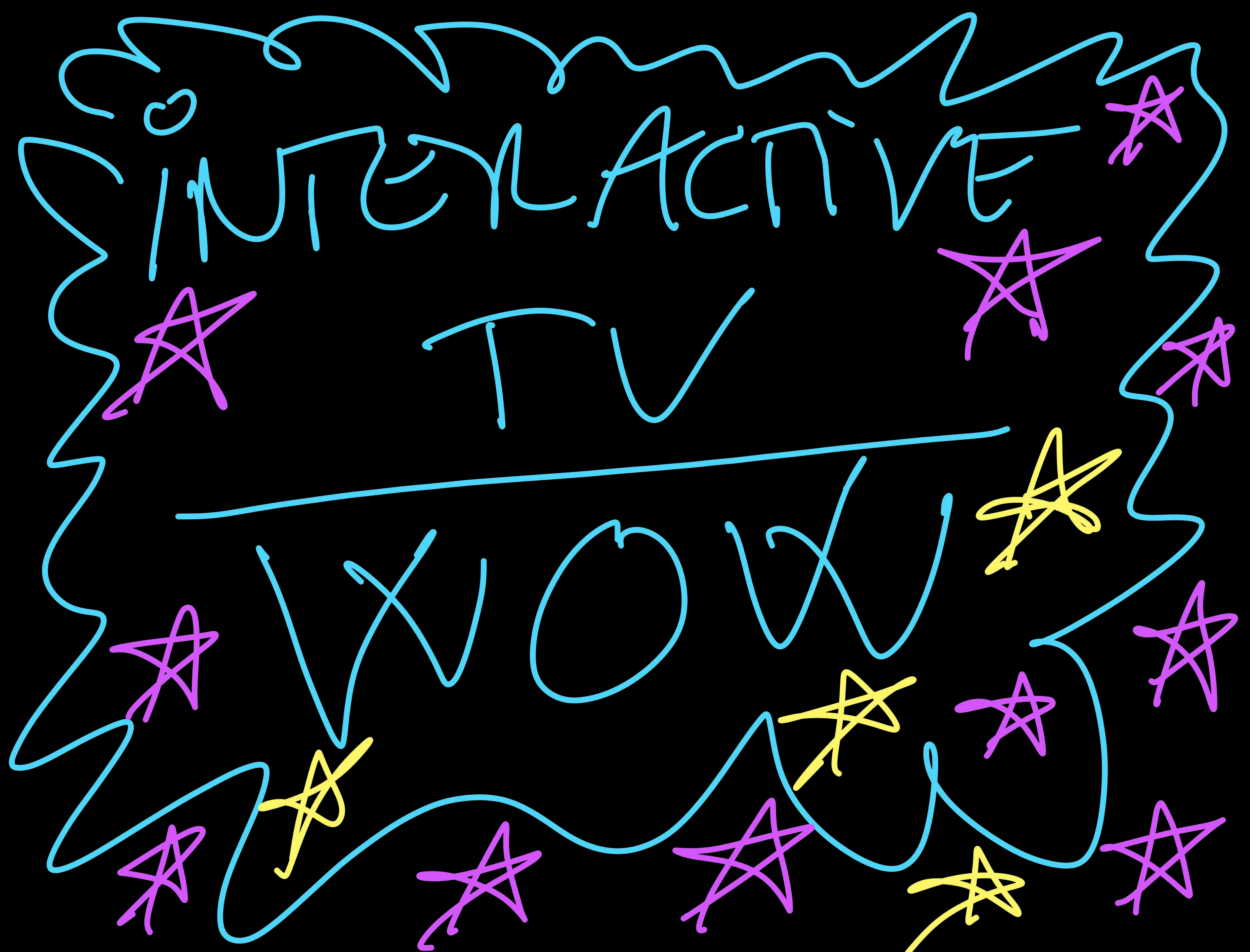


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DANSKE
FILMSKOLE**
National Film School
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DADIU THE NATIONAL ACADEMY OF DIGITAL
INTERACTIVE ENTERTAINMENT



STORIES

Here's the email Tesla sent employees telling them to stop...

North Korea fires multiple 'short-range projectiles,' South...

GM, Tesla, Ford in race on EV pickups, but ranchers don't want...

There's a secretive tech fund inside Goldman Sachs returning 25%...

MARKETING
MEDIA · MONEYMEET THE WORLD-CLASS MARKETERS
FUELING THE EVOLUTION OF ADVERTISING.

FIND OUT MORE



TECH

Netflix says it's more scared of Fortnite and YouTube than Disney and Amazon

PUBLISHED THU, JAN 17 2019 • 4:51 PM EST | UPDATED THU, JAN 17 2019 • 6:44 PM EST



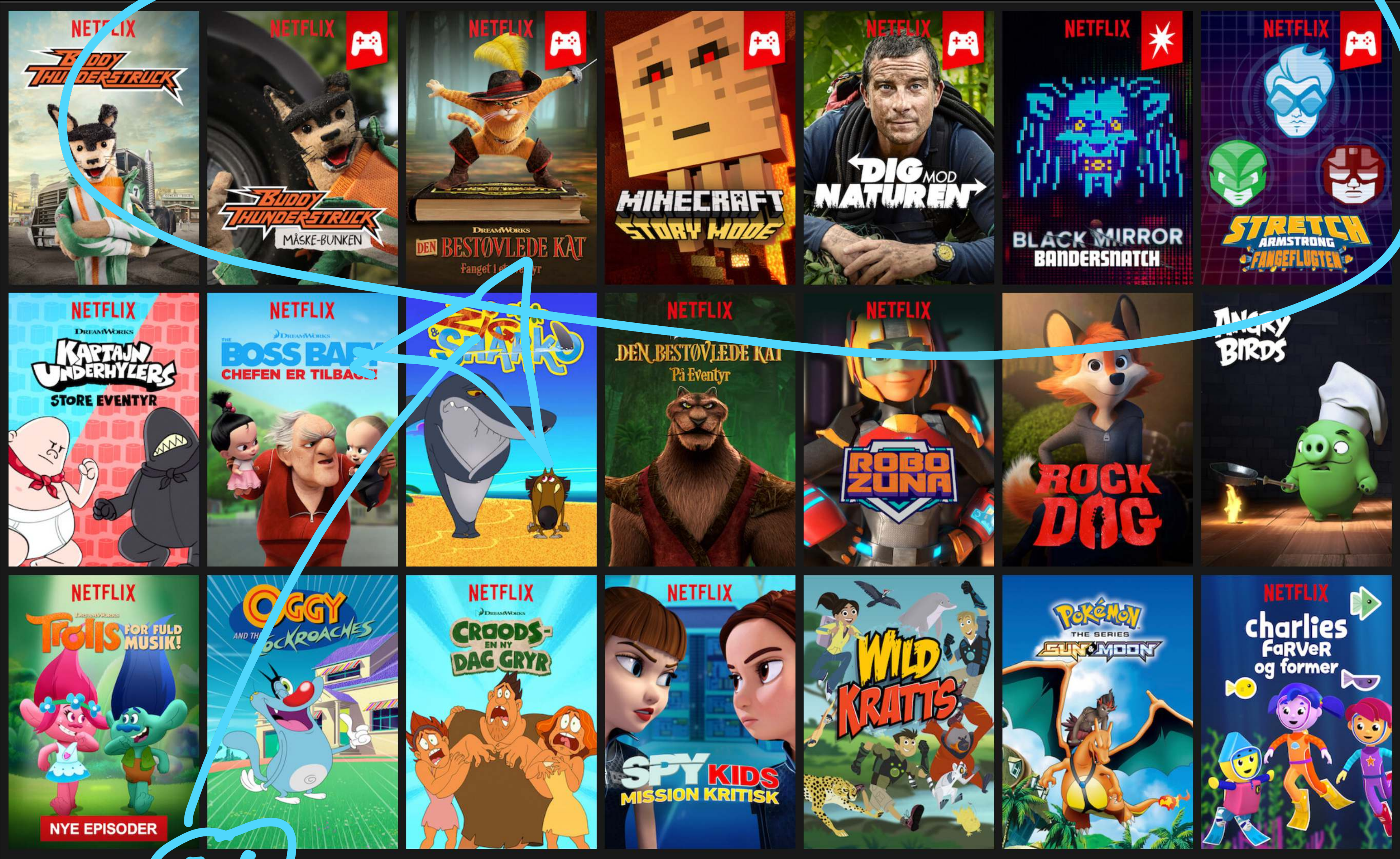
Alex Sherman
@SHERMAN4949

SHARE

KEY
POINTS

- Netflix says it isn't too concerned with streaming video competitors like Disney+.
- Netflix's focus is winning against all entertainment options, including Fortnite and YouTube.

BEYOND
THE VALLEY

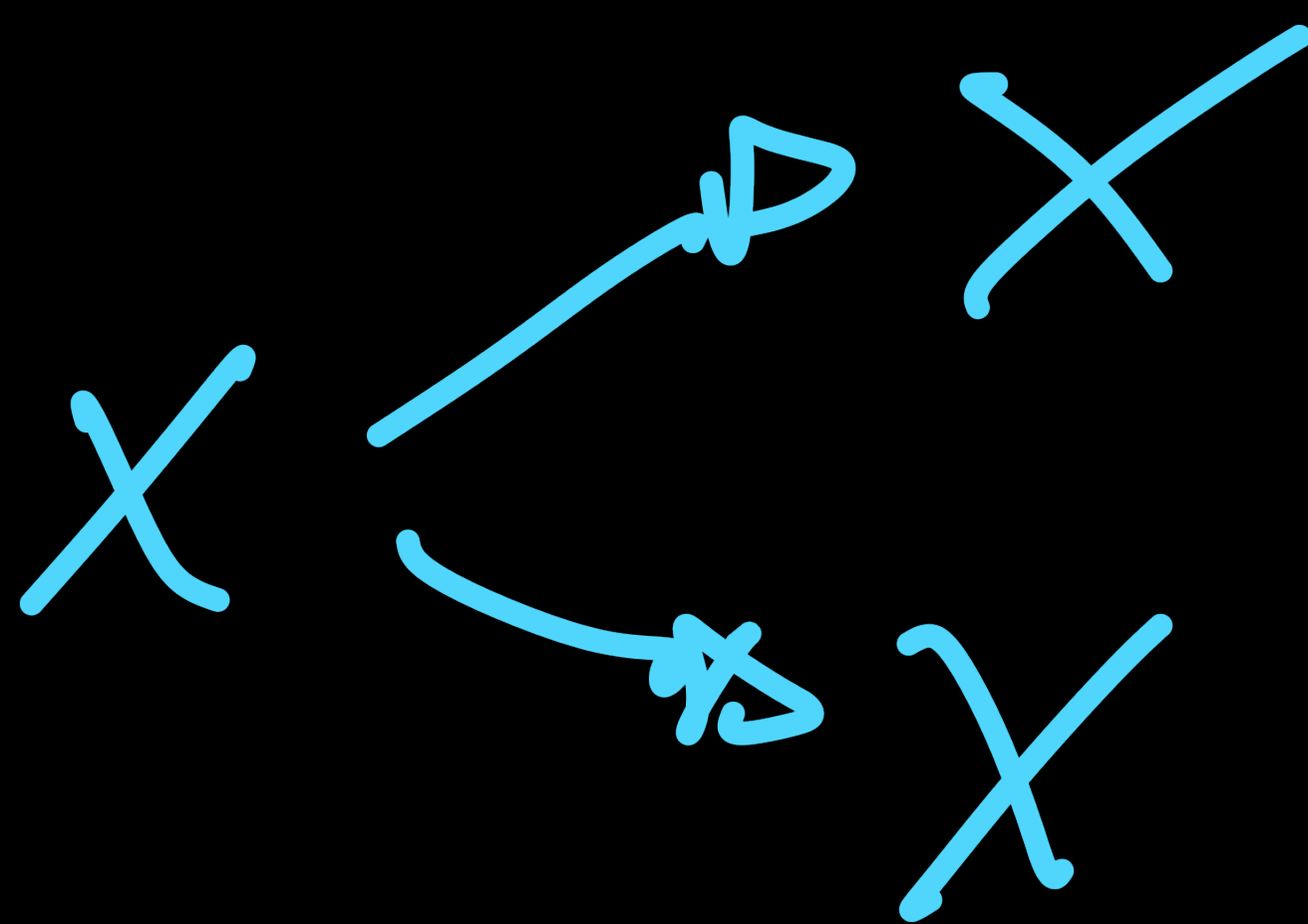


THE KING DIED THEN

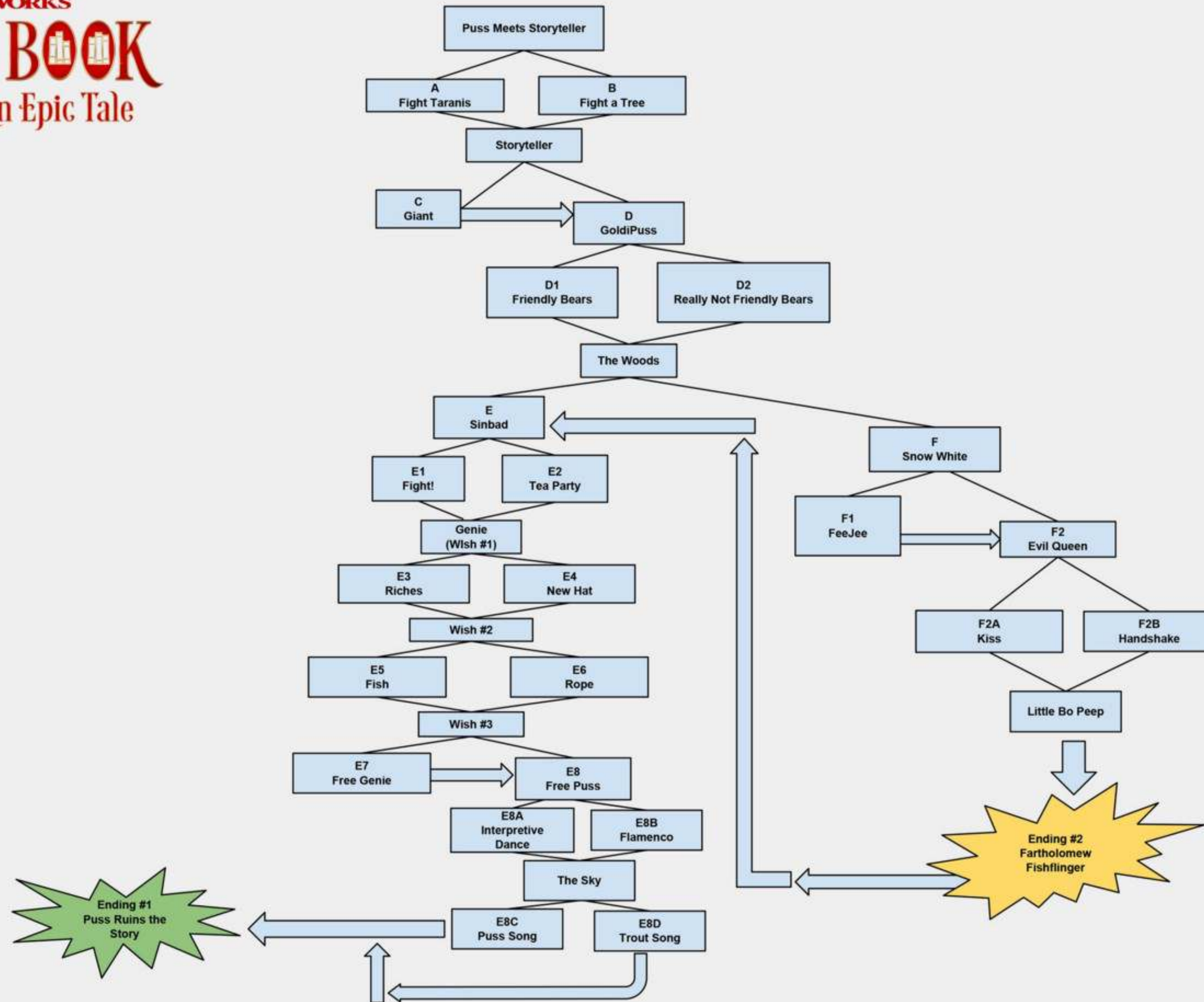
THE QUEEN DIED

EVENTS WITH NO REASON

X → D X → D X → D X



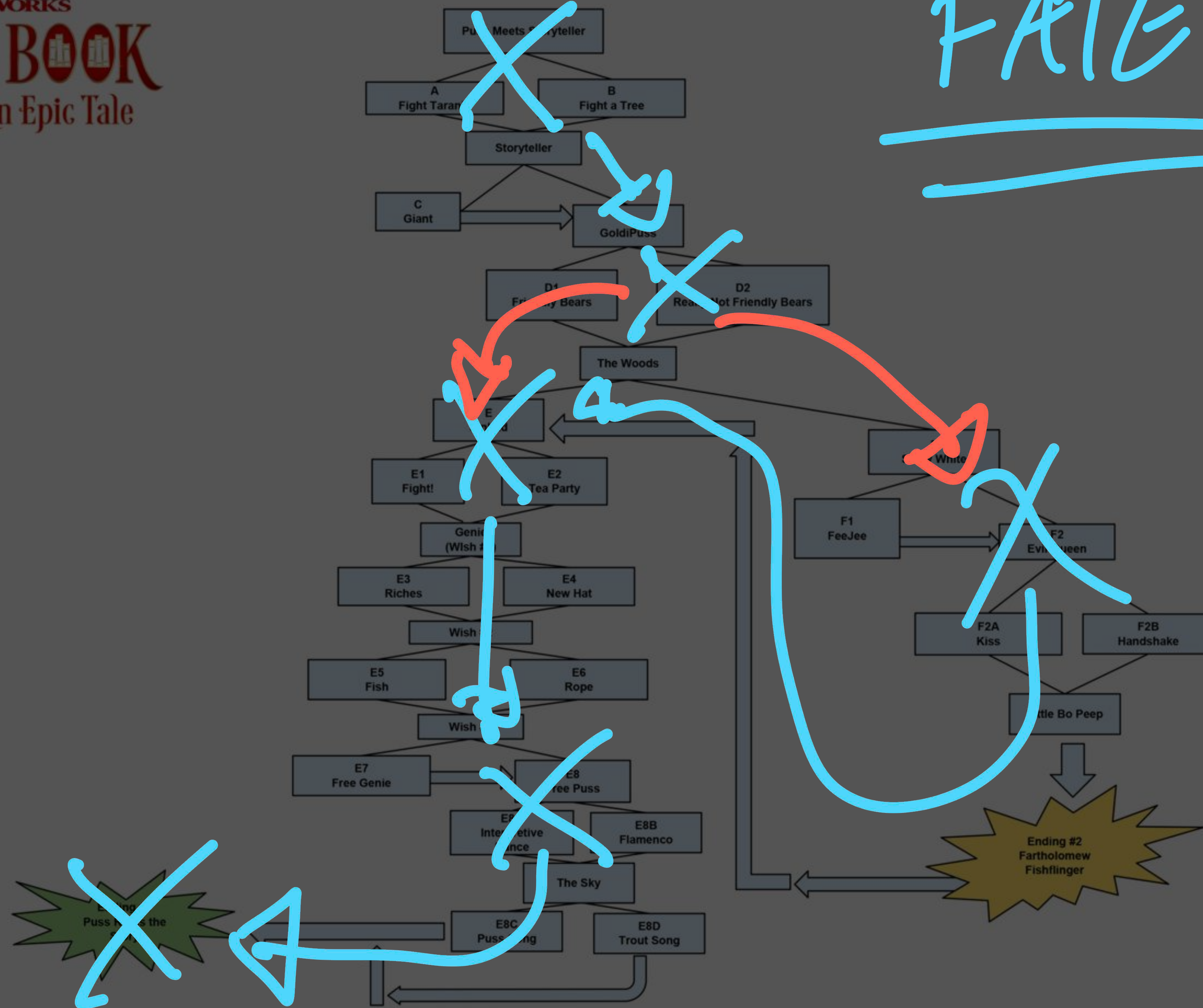
DREAMWORKS
PUSS IN BOOK
Trapped In An Epic Tale



NETFLIX

DREAMWORKS
PUSS IN BOOK
Trapped In An Epic Tale

FATE?

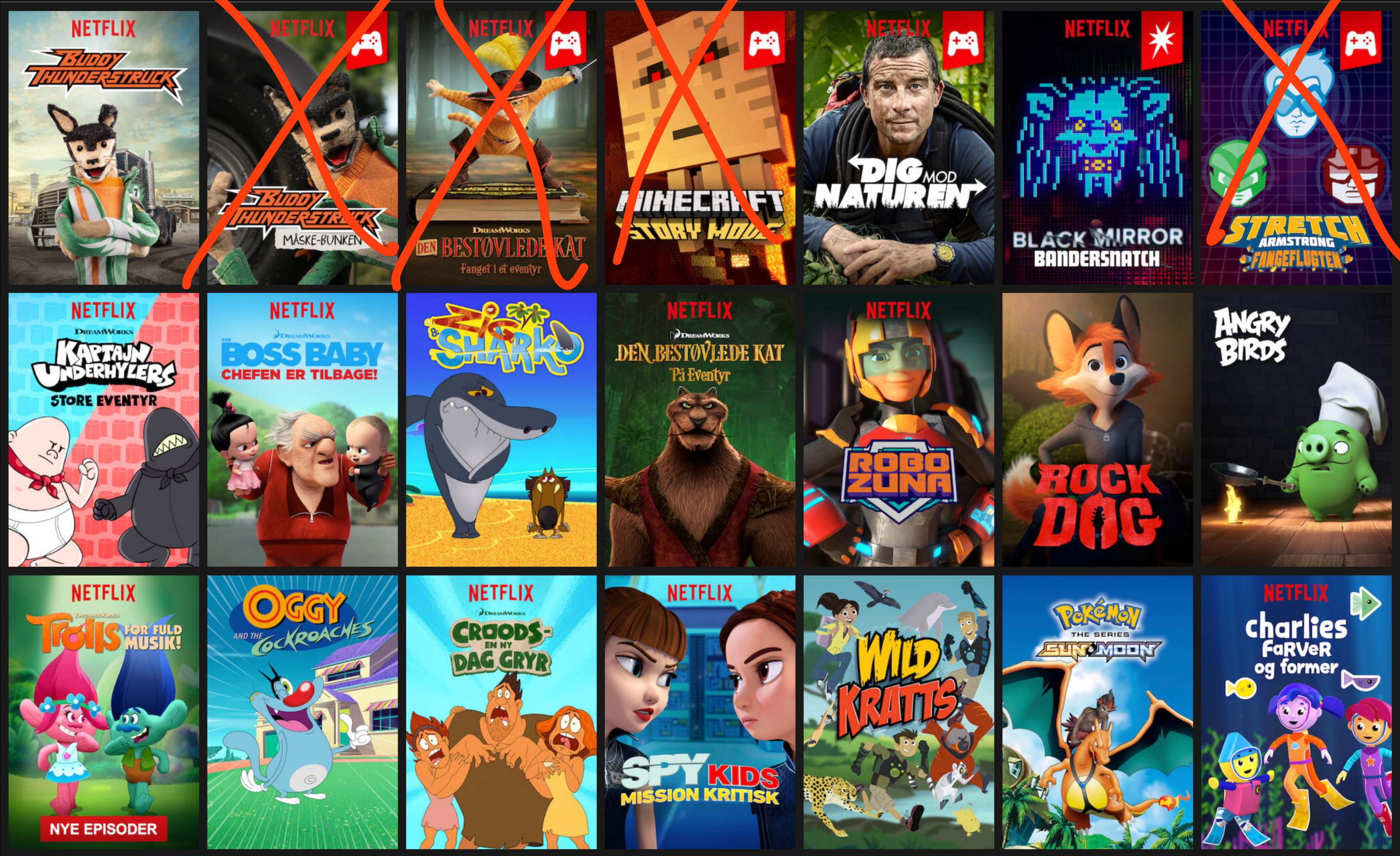


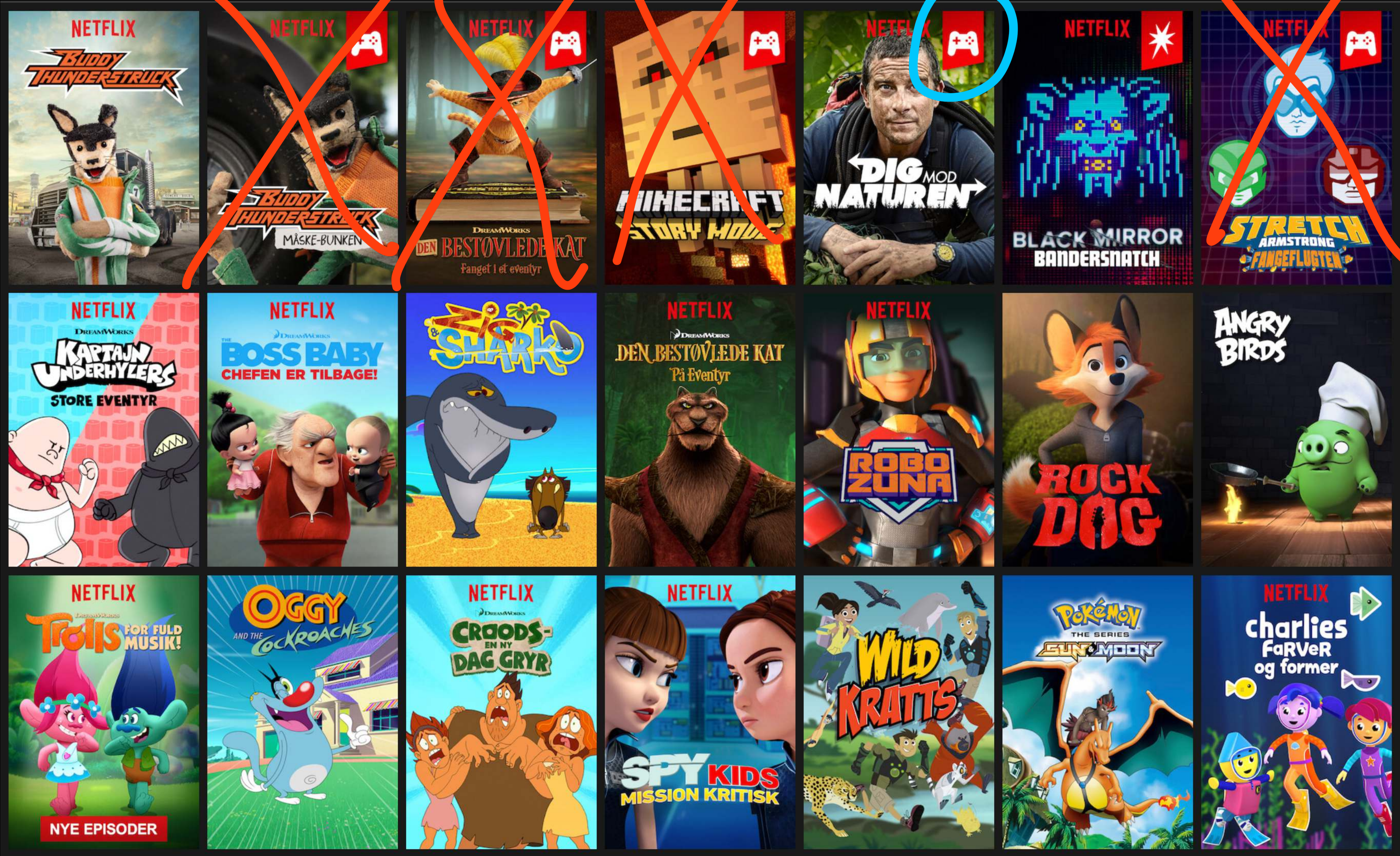
NETFLIX

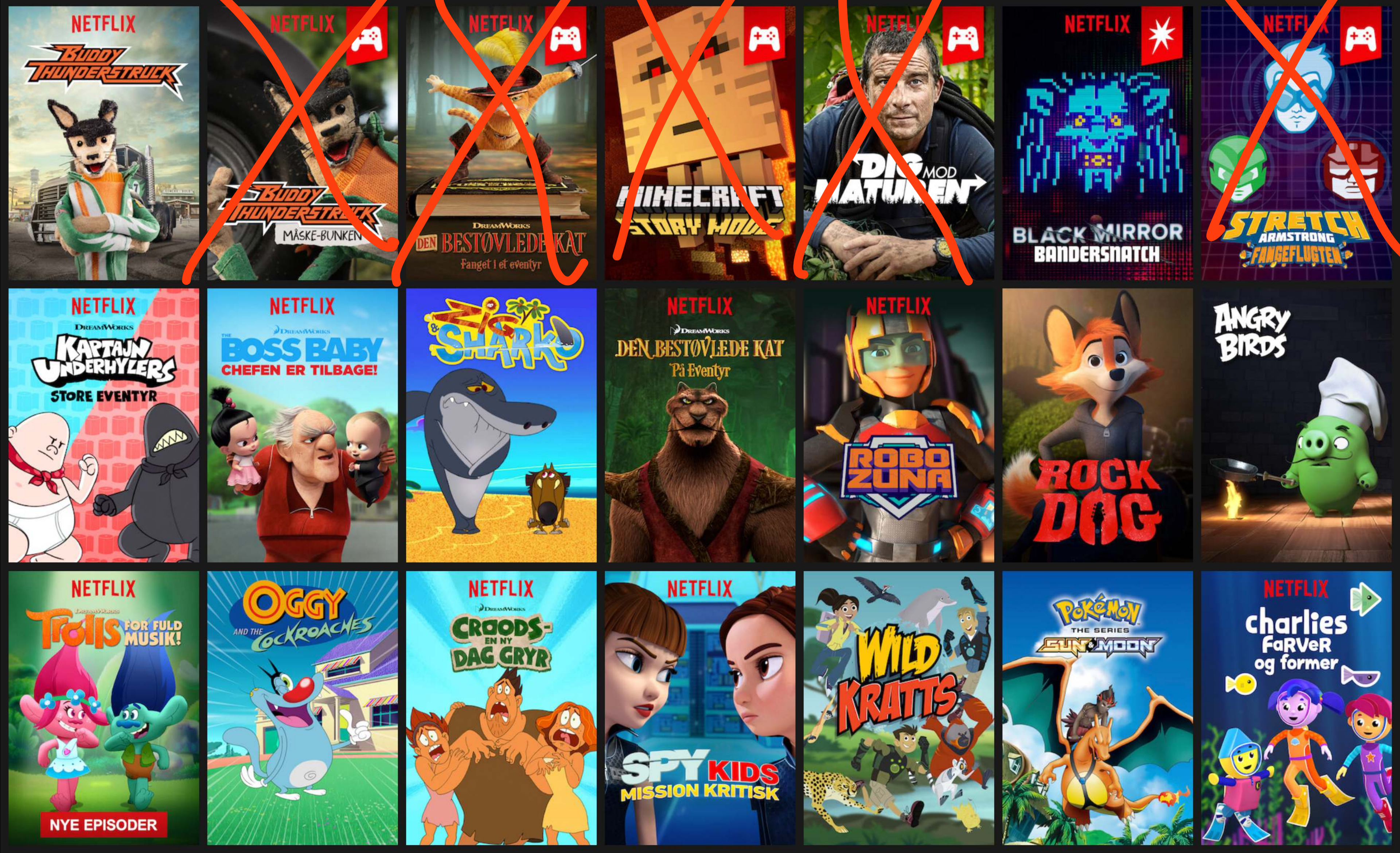
AND THEN YOU DID THIS....



MAYBE OK FOR CHILDREN?



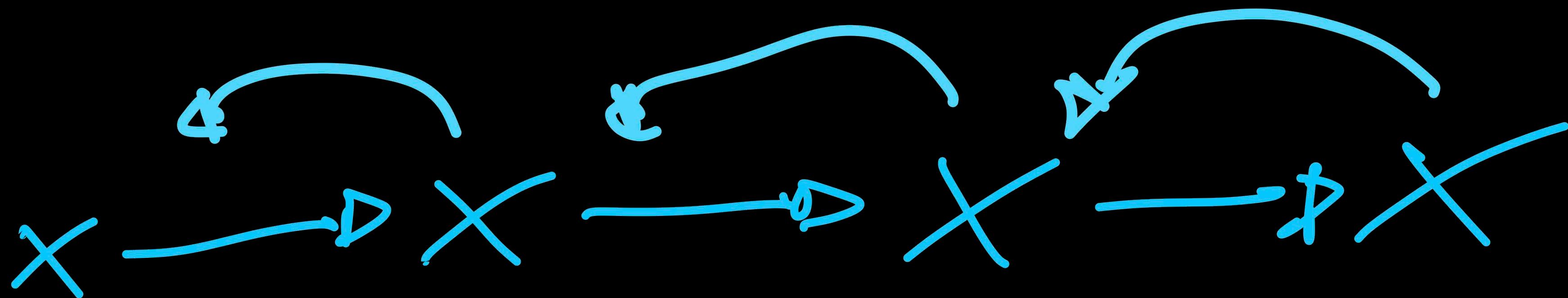




NETFLIX

THE KING DIED THEN
THE QUEEN DIED BECAUSE
OF GRIEF

EVENTS WITH CAUSAL EFFECT

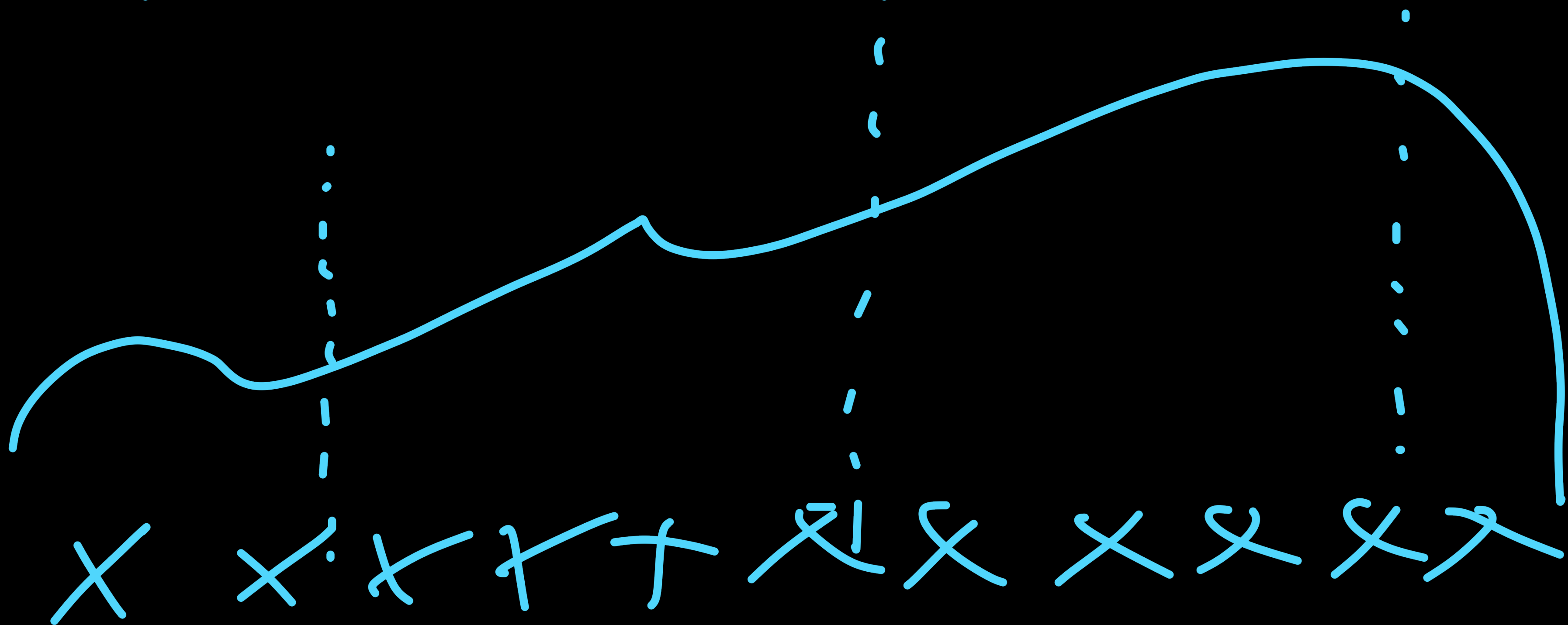


DRAWNA

START → MIDDLE → END
xx xx xx

Rising Action

SETUP CONFRONT CLIMAX RESOLUTION



VLADIMIR PROPPS ROLES

SENDER → OBJECT → RELIEVER

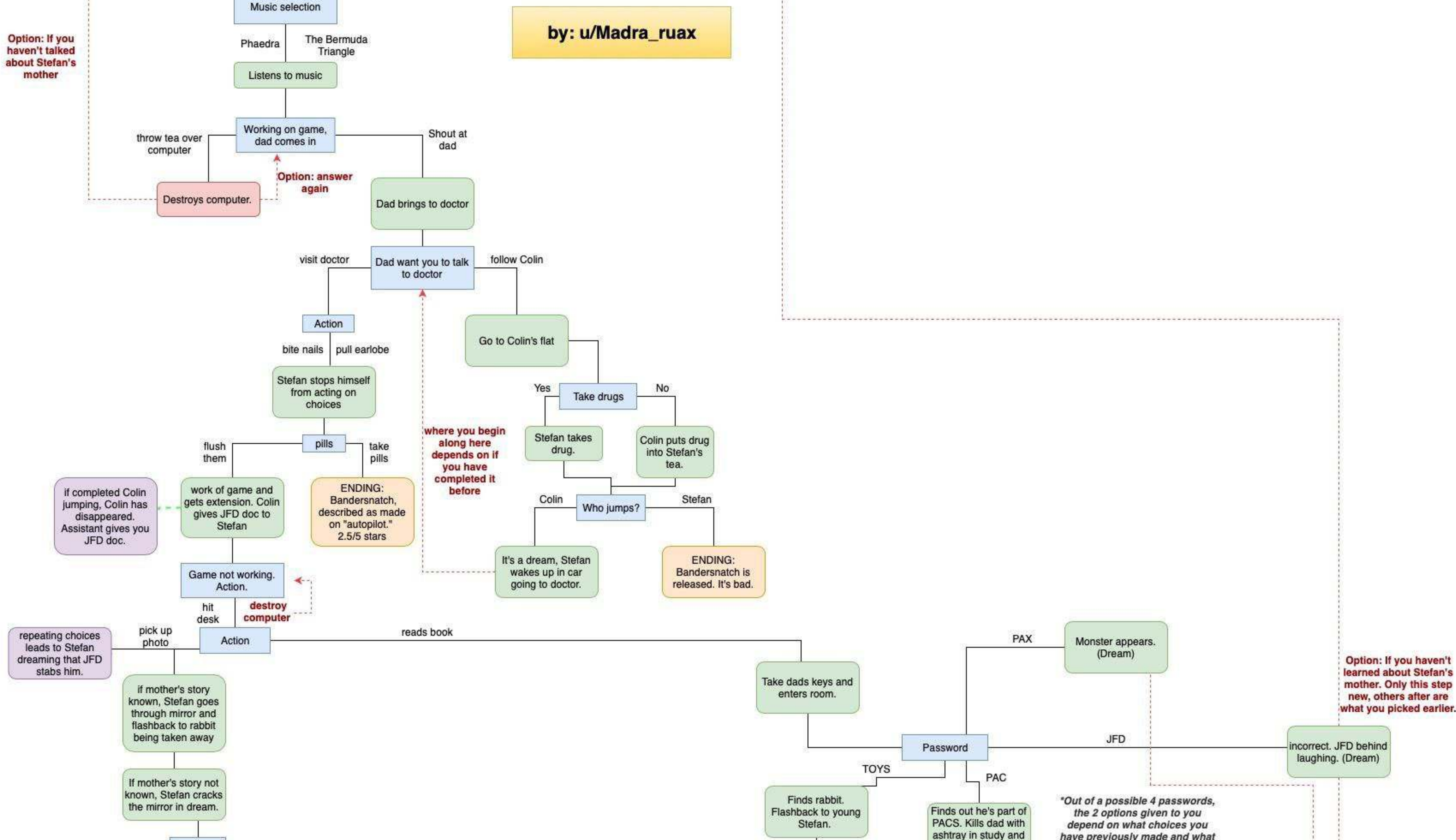
HELPER → SUBJECT ← OPONENT

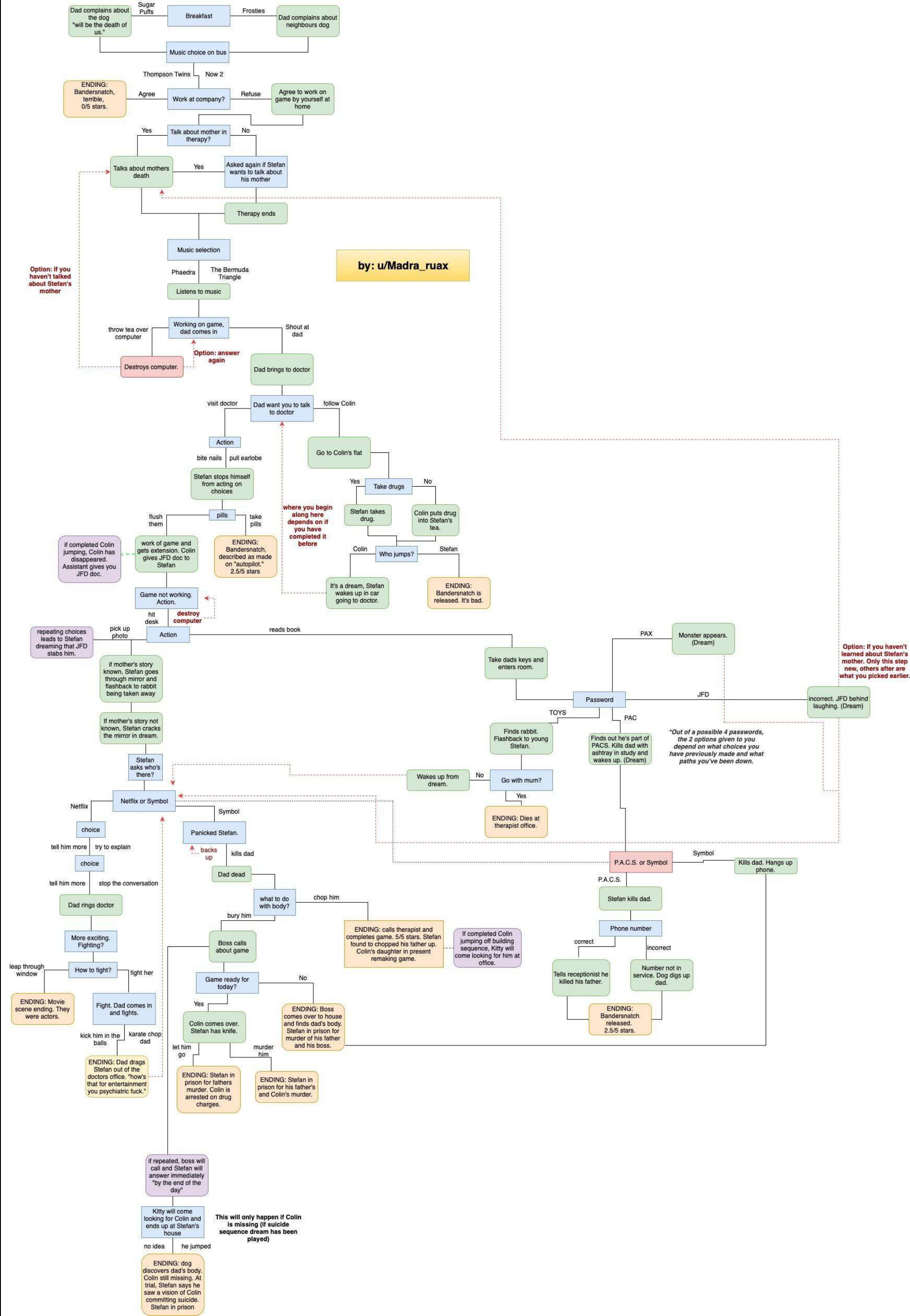
↑

ARISTOTLE & HOLLYWOOD



by: u/Madra_ruax





<https://variety.com/2019/gaming/opinion/bandersnatch-game-design-netflix-1203097824/>

review scores ranging from 0/5 to 5/5

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review scores ranging from 0/5 to 5/5

The approach breaks away from the idea of players experiencing their own pathway and instead makes the game feel more like a hunt for multiple routes.

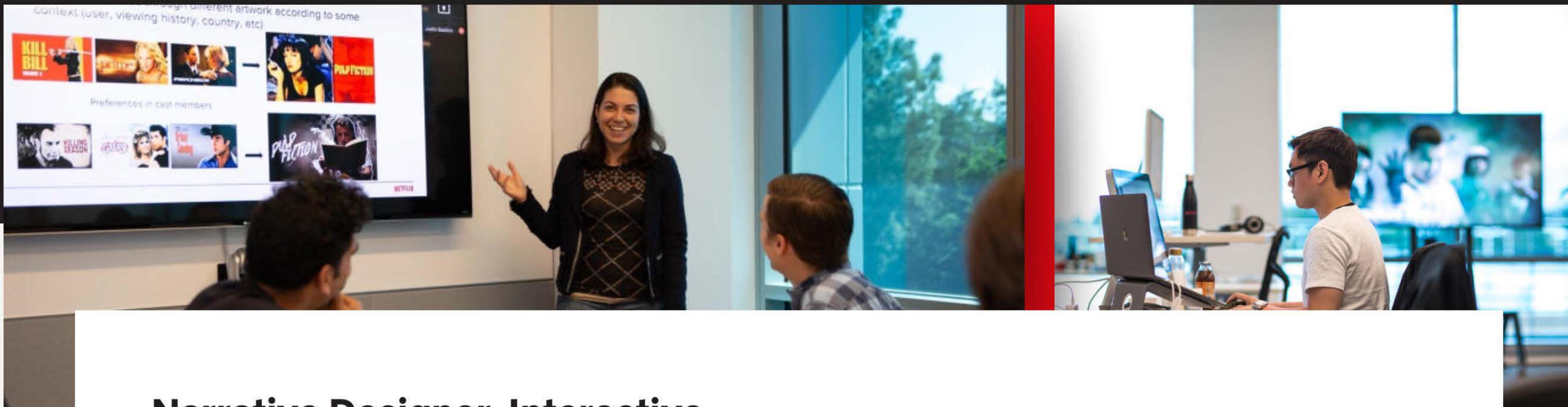


<https://variety.com/2019/gaming/opinion/bandersnatch-game-design-netflix-1203097824/>

review scores ranging from 0/5 to 5/5

The approach breaks away from the idea of players experiencing their own pathway and instead makes the game feel more like a hunt for multiple routes.

a non-consequential choice of cereal for breakfast



Narrative Designer, Interactive

📍 Los Gatos, California 👤 Creative Production

Overview

In the role of Narrative Designer, you will apply your passion for interactive experiences, narrative design and technology to help reimagine the future of entertainment experiences on Netflix. You will work closely with a talented team of designers, producers, content executives, and external content producers to help facilitate and create the next generation of story experiences for millions of Netflix viewers around the world.

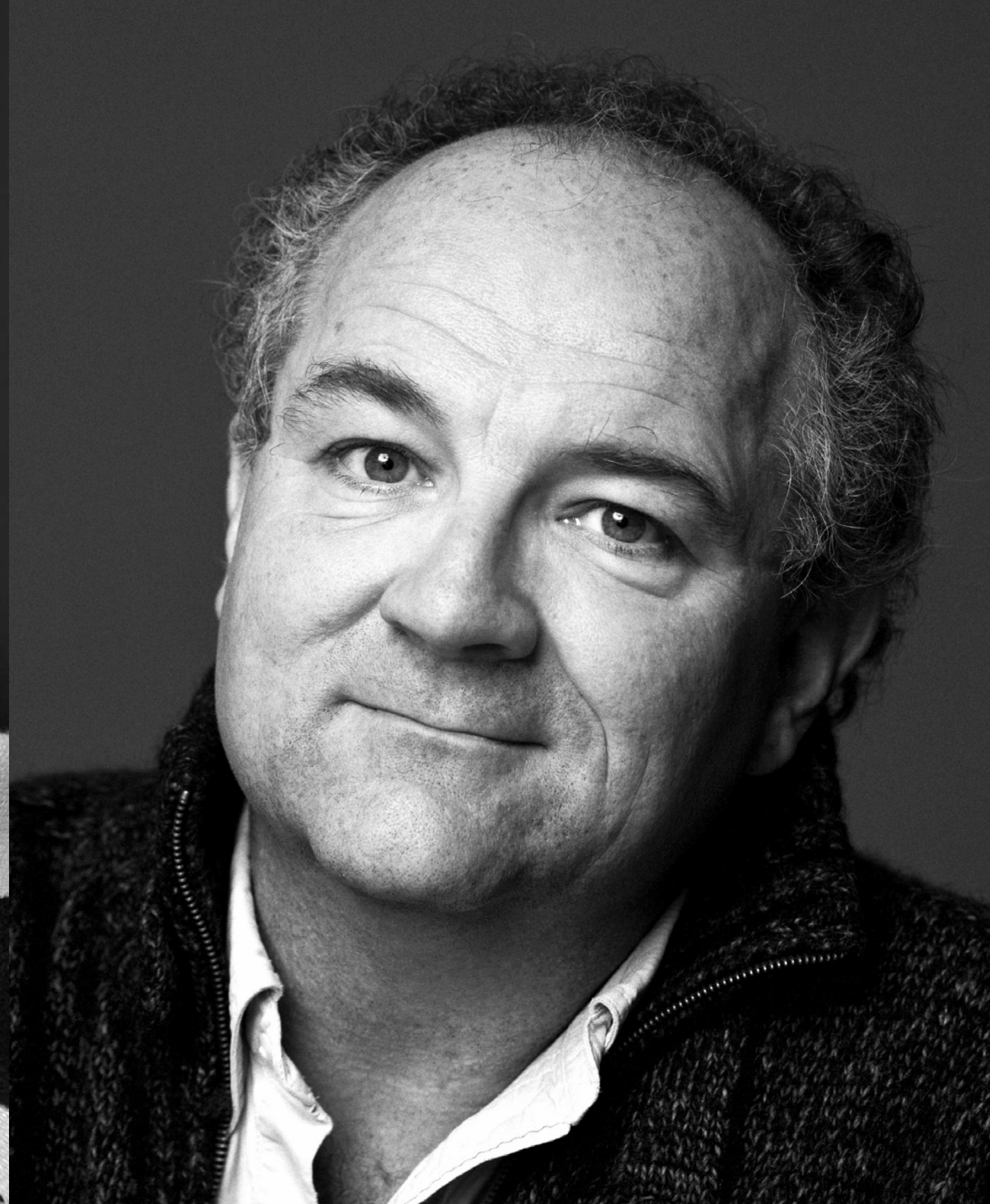
Our ideal candidate will be equally comfortable reviewing creative materials and designing complex user flows. You are able to collaborate with content teams and producers and help



mail@michaelvaleur.dk



ballund@gmail.com



tho@filmskolen.dk

NETFLIX



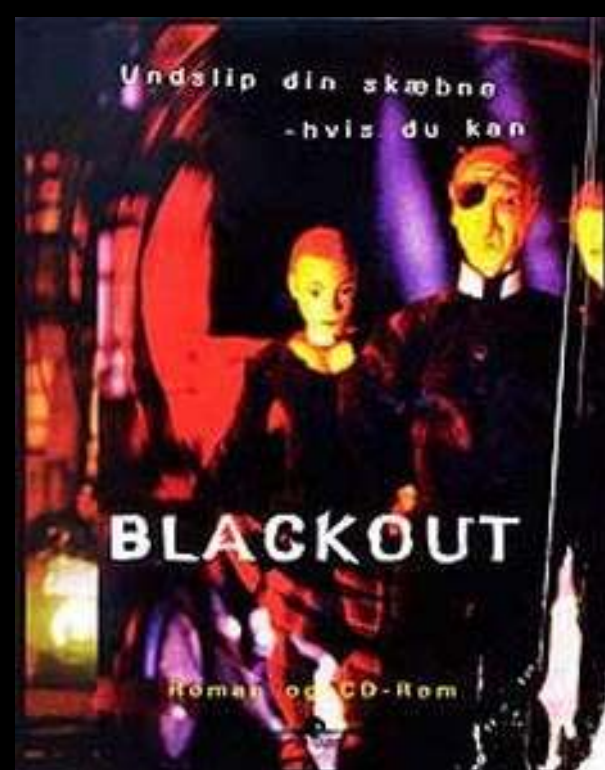
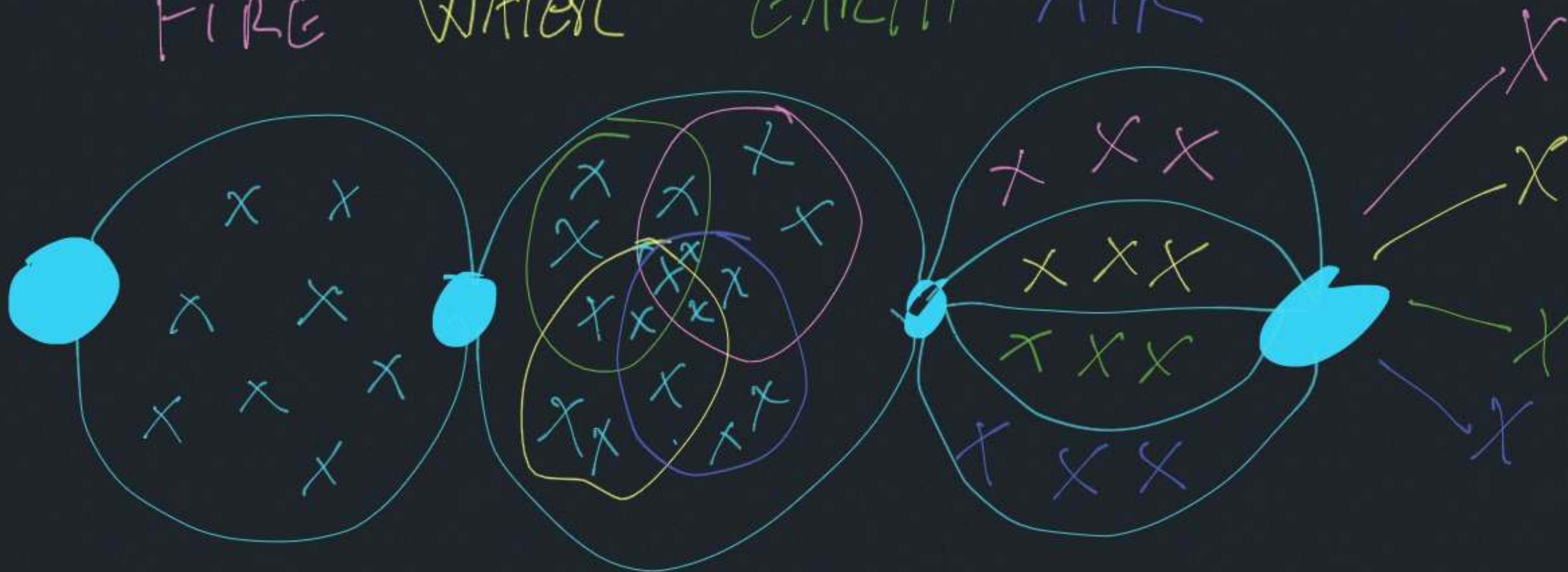
X = EVENTS

FIRE

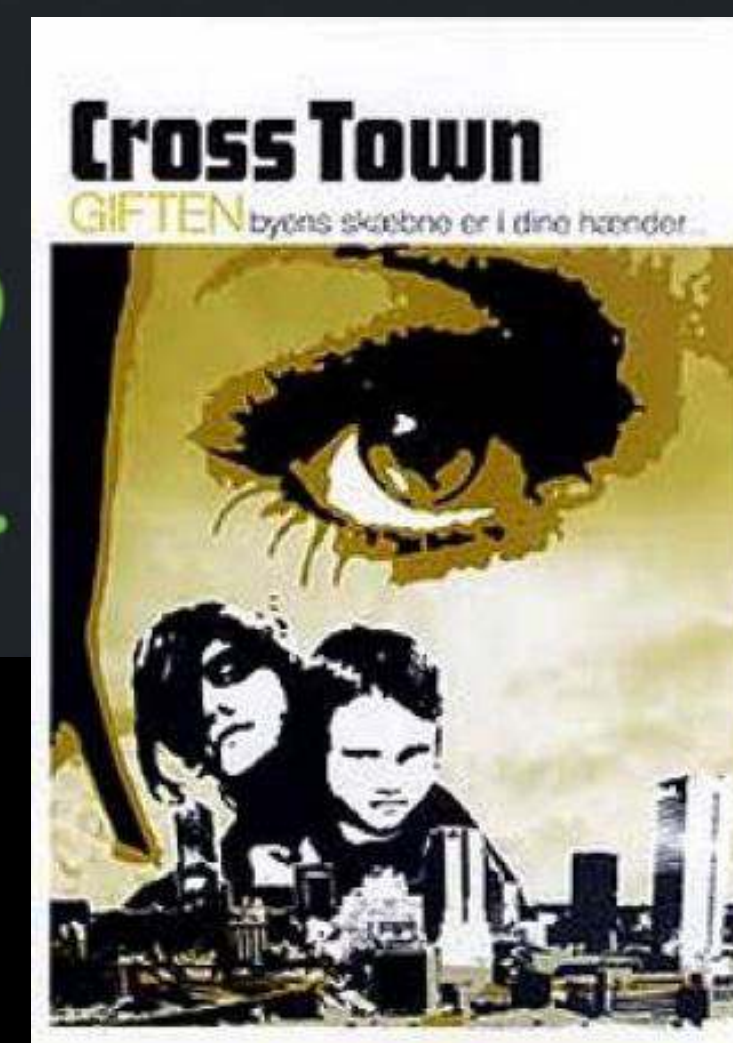
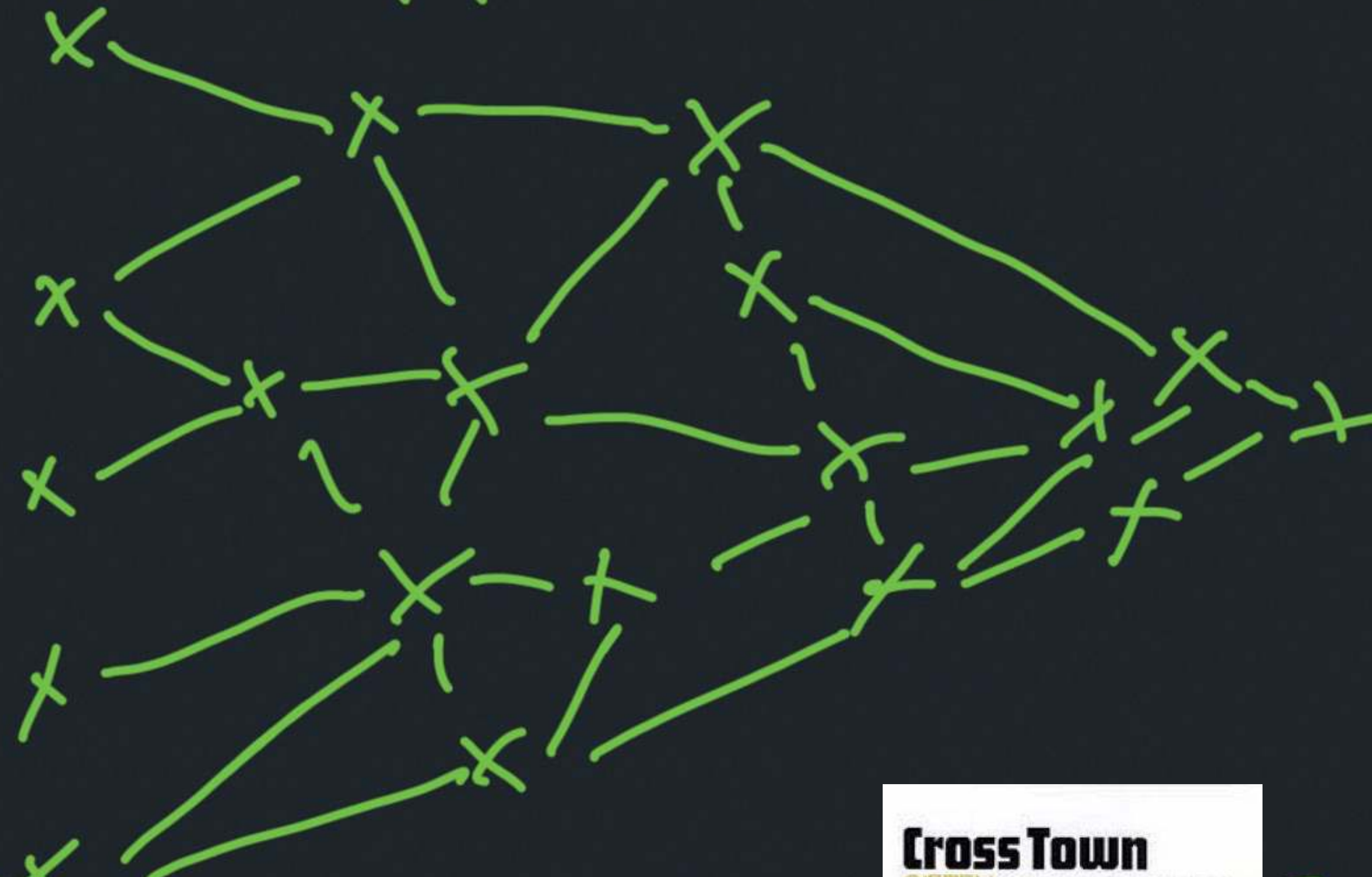
WATER

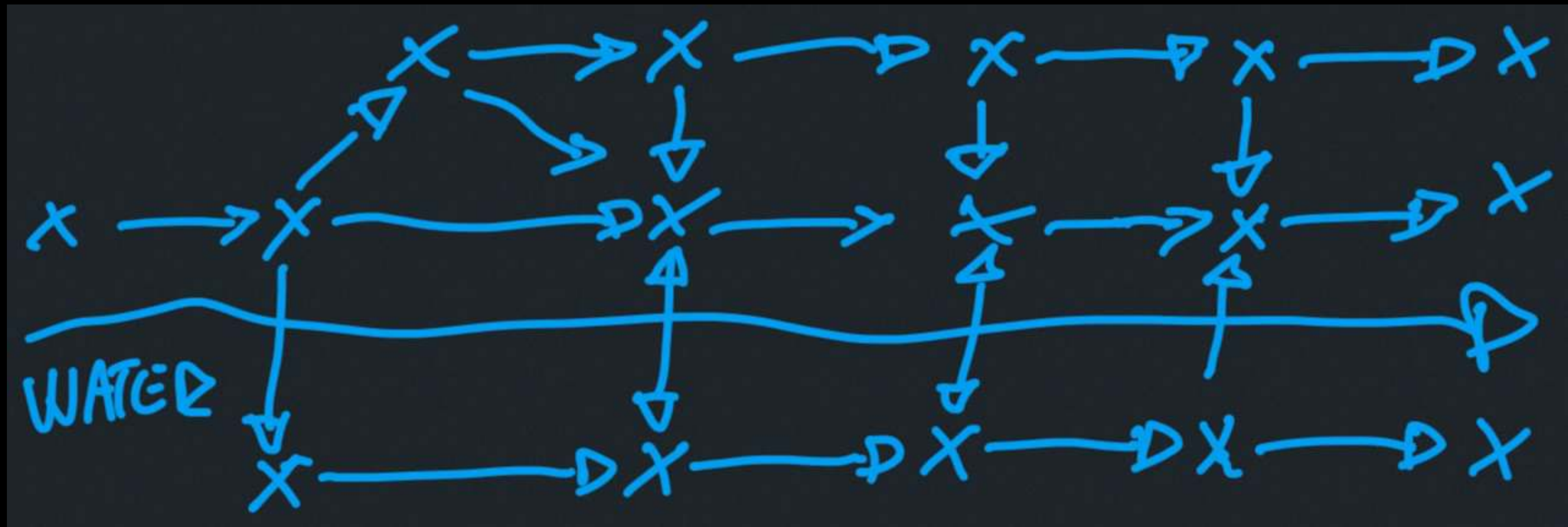
EARTH

AIR



X = EVENTS





NO STORY!!!



IT

FORMAT FREE UNIVERSE
(START WORK)

WHO

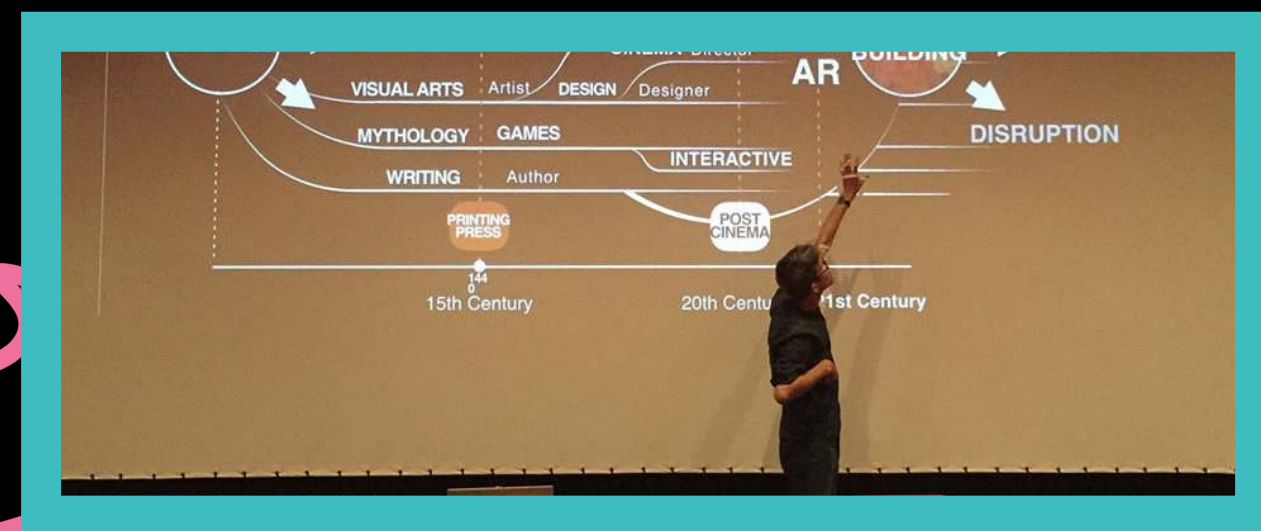
WHY



WHAT

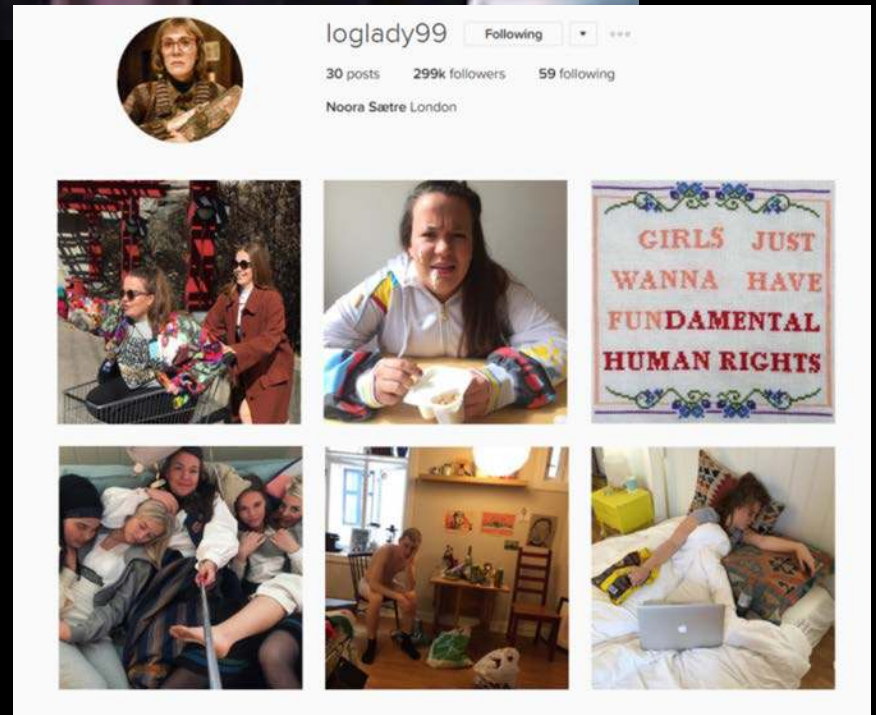
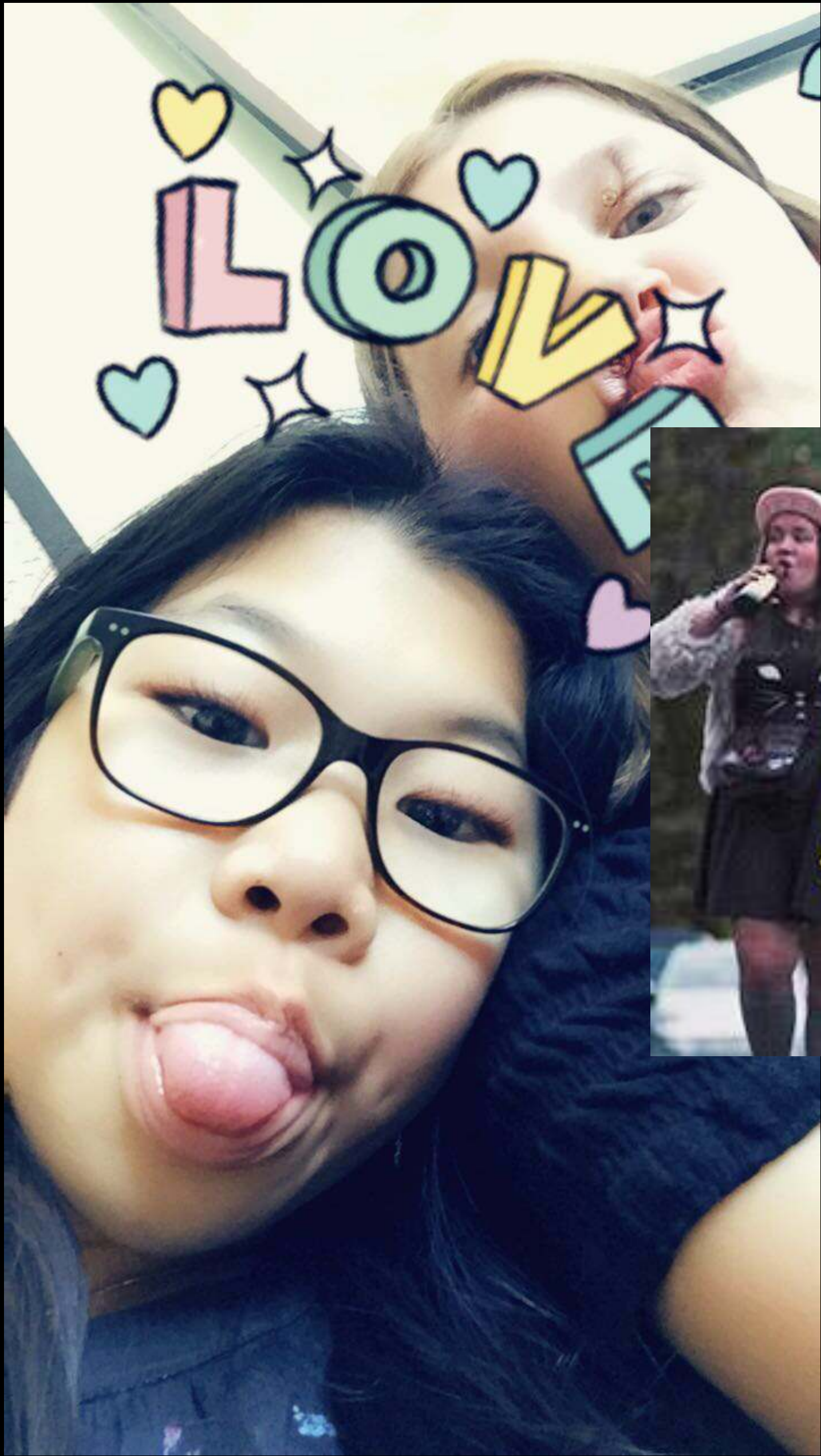
WHEN

TIP: FUTURE OF STORY
IS A COLLABORATIVE TASK



SELF PLOTTING





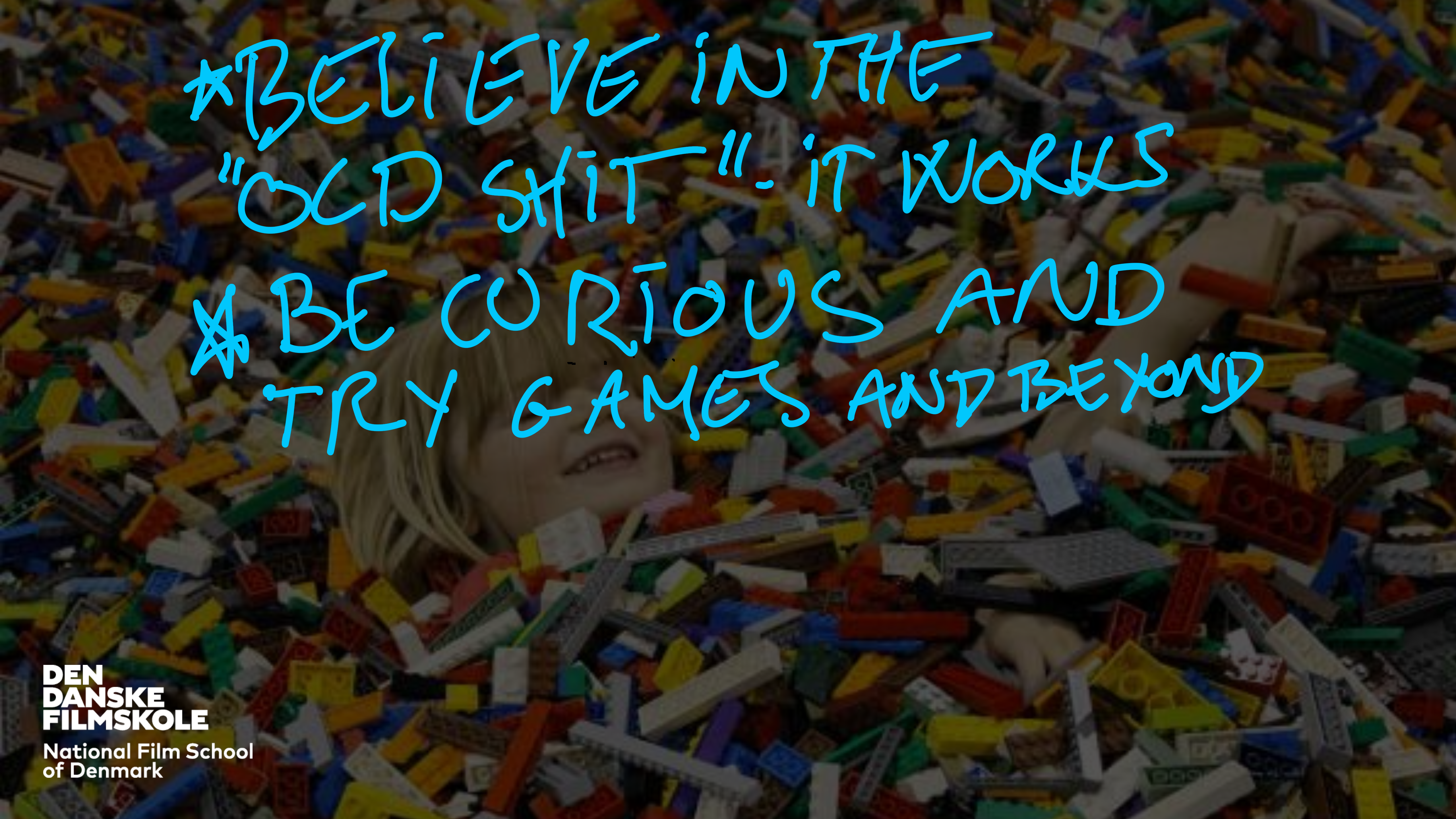
PO

*BELIEVE IN THE
"OLD SHIT". IT WORKS



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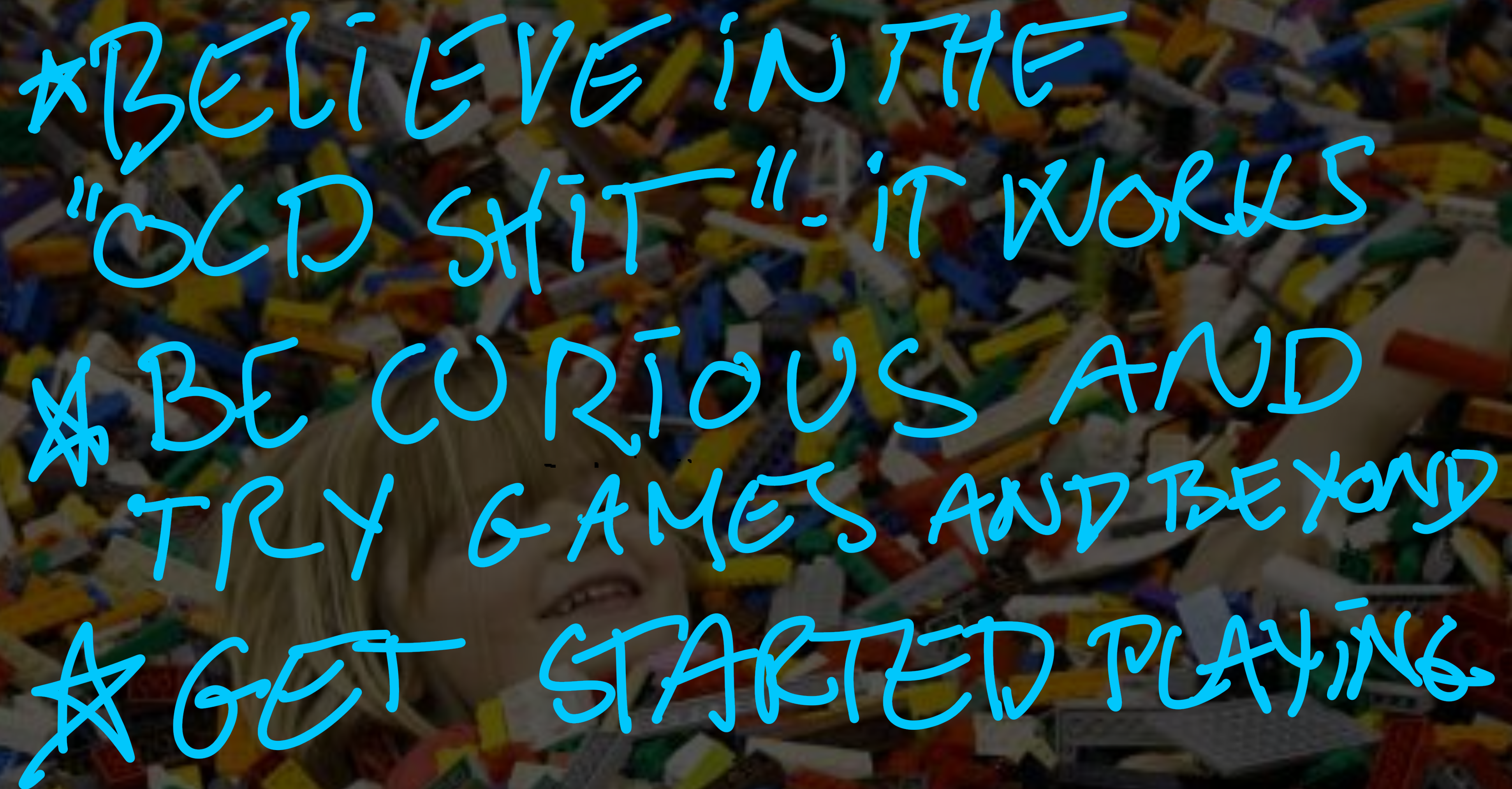
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of Denmark

A child's face is visible, peeking through a dense, colorful sea of LEGO bricks. The child has blonde hair and is smiling. The background is a vast field of various colored LEGO bricks (red, yellow, blue, green, white, grey) scattered across the surface.

*BELIEVE IN THE
"OLD SHIT". IT WORKS
*BE CURIOUS AND
TRY GAMES AND BEYOND

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*BELIEVE IN THE
"OLD SHIT". IT WORKS
*BE CURIOUS AND
TRY GAMES AND BEYOND
*GET STARTED PLAYING

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THANK YOU

simon@andreasen.net

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