

What is transmedia?

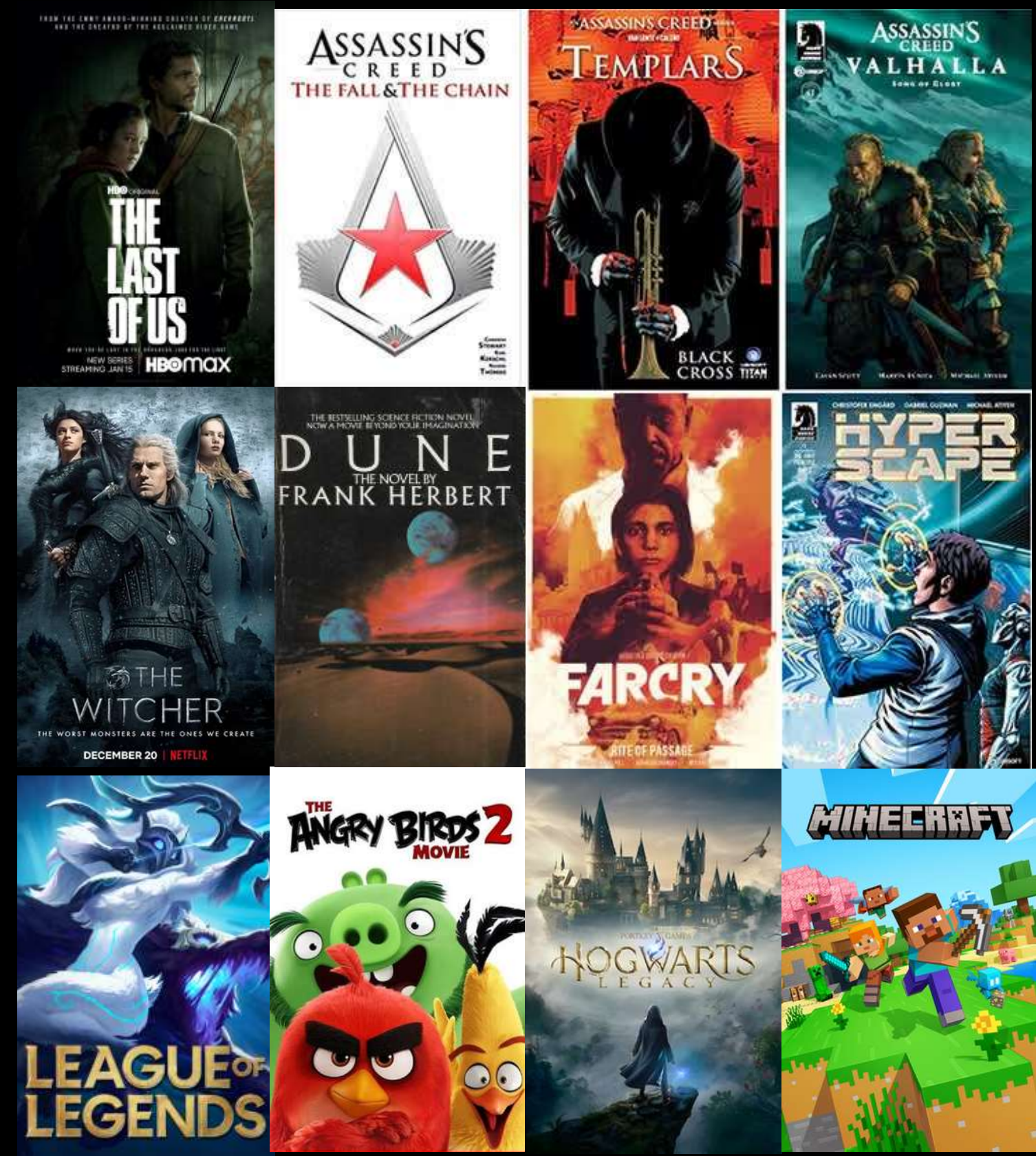
Storyworld

Game

Film

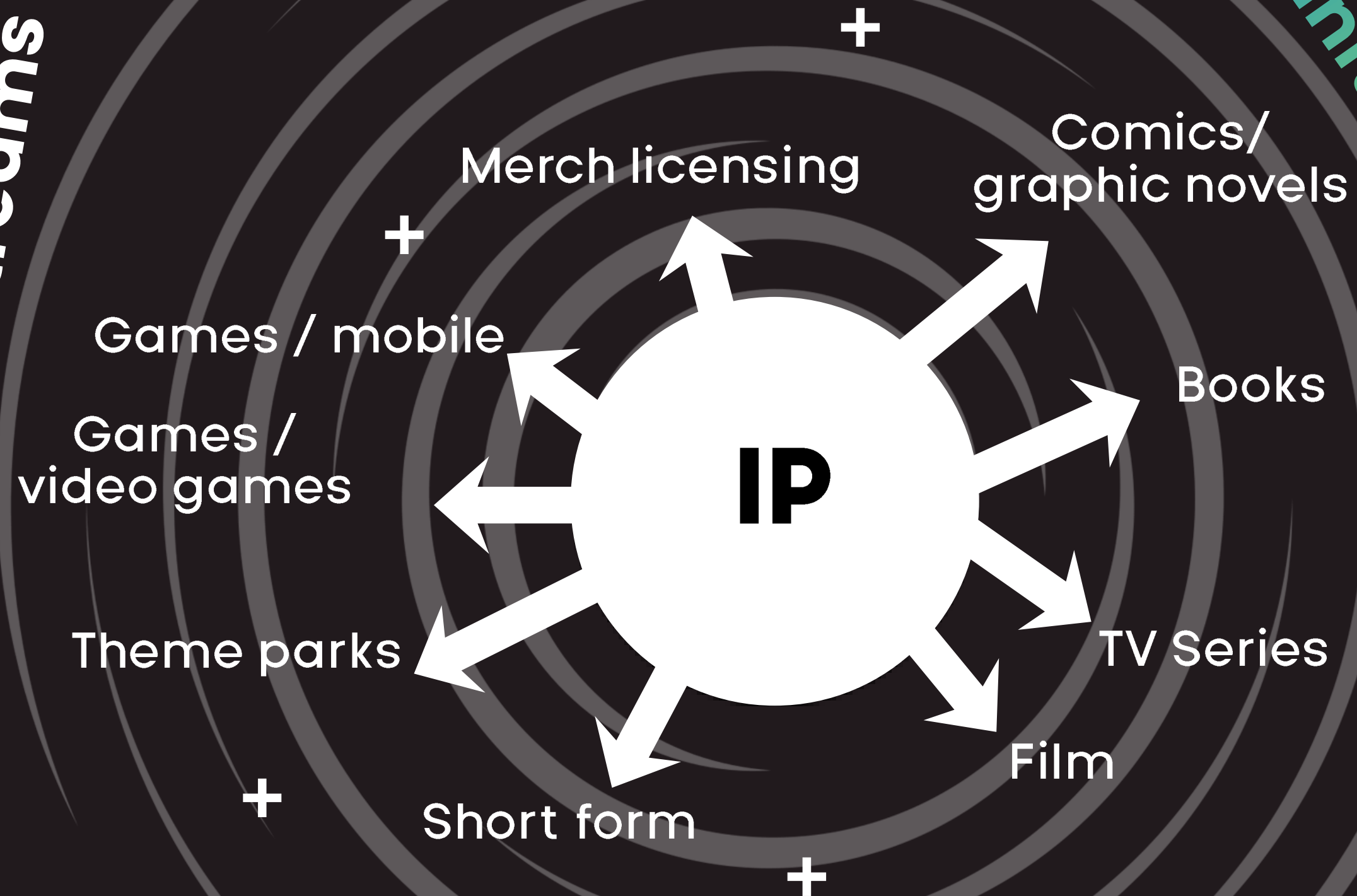
TV series

Graphic novel



Why should we care?

Revenue streams



Community building

In-house transmedia developments

Rovio
Tencent
Yuewen Group
Avalanche Gaming /
Egmont
Ubisoft Film & Television

Company	Developer	Publisher	Hardware	Cloud Gaming	IP Licensor	Storefront
amazon	★	★		★	★	★
Apple		★	★			★
BAD ROBOT	★	★				
BLUMHOUSE	★	★				
Disney					★	
LIONSGATE					★	
NBCUniversal					★	
NETFLIX	★	★		★	★	
Paramount					★	
SKYDANCE		★			★	
SKYDANCE	★	★			★	★
SONY	★	★	★	★	★	★
WARNER BROS. DISCOVERY	★	★			★	

Source: Variety Intelligence Platform analysis