



pervasive media studio

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SHOW  
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## SUMMARY

A series of 4 sessions for PMStudio residents exploring our commercial potential and the sustainability of the studio.

## HEADLINE ISSUES

Is the studio taken seriously?

Play & Research vs. Commercial.

Studio consultancy services?

More replicable ideas & products.

Metrics for success.

Experts in pervasively mediated relationships...

Too ahead of the curve?

Do the 'money men' understand our work?

Can we increase successful pitch conversions?

## Financials

- + More public money than commercial
- + Payment models that could work:
  - Pay to Play
  - Micro payments
  - Product placement
- + Other models for inspiration:
  - Cinema, DVD, Music
  - iTunes / AppStore
  - Events / Gigs / Theatre
- ? 'Money people' don't understand the big ideas
- ? High risk work = Low investment. No money to develop the idea before it's delivered!

Session 01 - Feb 24 2009  
**THE MARKET**

## Success metrics

- + Press coverage and PR valuable
- + Sign-up to games / ARGs / events
- ? No common methodology for displaying success of our work

## Working Practice

- + Consultants, researchers, bespoke designers, IP developers, pay to play, mobile entertainment, projections, web support
- + Shared knowledge on accounting, legal, administration, promotion?
- + iPod 1 minute showreel great to demonstrate obscure portfolios
- ? No regular business support

## Ideas

- + Ahead of the curve, new ideas, novelty value, exploration
- ? Sometimes too close to the cutting edge, our ideas go over the head of the average consumer / client.
- ? Not enough ideas turned into replicable, reproducible products?

## Legal Issues

- ? No established legal framework for lots of our output
- ? Responsibility waivers, release forms, working with children, public liability

## What we do

- + Campaign or event based *or event*
- + Creating communities, connections
- + Driven by play / fun / explore
- + Storytelling & narrative important
- + Experts in understanding the subtleties, responsibility and power of pervasively mediated relationships
- + A focus on experience, emotional response, engagement
- + Develop new modes of interaction that produce new content, new responses
- ? Is it sometimes better to define the boundaries and restrictions of our work rather the content within?
- ? How relevant is it to discuss the technical aspect of our work?

## Creating experiences

- + Ability to deliver varying duration of experience, eg 30 mins intensive, 60 days intermittent
- + So many ways to interact!
- ? Responsibility for emotions involved
- ? How much control do we have over the experiences

## Parallel industries?

- ? Ambient / Guerilla marketing
- ? Event-based campaigns:
  - Festivals
  - Sporting events

## Selling our work

- + Describe the content, not the framework
- + Describe the context (where? who? why?) not the technical support structure
- + Our personalities are key to communicating the ideas since the work is often about personal experiences. Build meaningful relationships with clients, develop an understanding.
- + Offer a press strategy alongside!
- + Evidence of previous success is essential.
- ? Can we share success stories? Eg AntiVJ success backs up Simon Games pitch
- ? Can partnerships / collaborations add credibility?
- ? What metaphors are useful to describe our output?
  - Board games
  - Wii / Xbox
  - Films / Stories
  - Science / Cultural

Session 02 - Mar 03 2009

OUR OUTPUT

## Questions

- ? Are we merely creating buzz? Contributing to the Attention Economy?
- ? Qualitative vs Quantitative evidence of research / product success
- ? How can the value of an emotional connection be demonstrated?

## Pre-pitch questions

- ? Who are we pitching to?
- ? Why are we pitching?
  - To win a commission
  - To motivate an audience
- ? What do we want out of the pitch?
- ? Can we cater this pitch to this particular person?

## Aims of the pitch

- + Establish credibility
- + Develop an understanding
- + Fact finding
- + Convey enthusiasm / clarity
- + Manage expectations
- + Find the perfect match
- + CONVERSION!
- ? Don't want to be wasting your own time for their curiosity
- ? What's the follow-up protocol?
- ? How to be taken seriously when subject matter is often irreverent etc

## Approach / Tone

- + Sensitive to their level of understanding
- + Rapport / discussion as opposed to direct pitch because that reflects the nature of our work
- + Elevator pitch / succinct
- + Narrative / coherence
- ? Ruthless? Cold hard financials?
- ? Touchy-feely arty-farty?
- ? One on one/

## Some exercises

- + POST-IT PASS
  - 1) Write a few thoughts down
  - 2) Everyone passes clockwise
  - 3) Add your comments to the new piece you receive
  - 4) Continue until your original is returned
- + PARALLELS
  - 1) Generate some random industry types (Eg Music, Architecture, Porn)
  - 2) Compose 3 sentences describing your outfit in the language of your chosen random industry
  - 3) Define a structure for the 3 sentences eg, Who, What & How.
- + GROUP CRIT  
Each member of the group receives input from the team on their final sentences.

Session 03 - Mar 10 2009  
**PITCHING**

## Feedback on our pitches

- + Body language is important. Sitting or standing? Legs / arms folded? Messages from the left are more successfully received.
- + Display your character.
- + Find a common ground, a hook they will be able to hang your concept on
- + Use examples and evidence wherever possible / relevant

## Studio image

- + Ever changing ecology is an asset
- + Still young, still learning, improving
- + Place for discussions
- + Desk-space should be coveted!
- ? Hard to knuckle down and be 'productive' there
- ? Contradiction of ideology?  
Commercial vs play / research?
- ? Taken seriously? Too 'researchy'.  
Residents have to 'graduate' to be taken seriously.

Session 04 - Apr 29 2009  
**THE PMSTUDIO**

## Revenue streams

- + Great access to public funds -  
SWRDA, TSB, SWC etc
- + Good access to network of local  
agencies
- ? Auction of ideas like The Kitchen in  
Hungary. PMStudio would need  
cash pot to do so, or open to the  
world?
- ? 1000 fans? Funded by a selection  
of companies who love us!
- ? Desk-rental?
- ? Graduation donation a la Harvard?
- ? More industry funding? Does this  
tread on the toes of HP?
- ? Paid-for experiences run by  
PMStudio.

## Studio inspiration / aspiration

- + TED conference videos
- + MIT, world renowned
- + A variety of funding streams
- + Generate lots of ideas, fail often,  
recycle fast
- + 1 killer idea can hold up the  
numerous failures (Tent-pole)
- + Recycle the success for the people  
further from the cutting edge

## Our services / operations

- + Consultancy
- + Focus groups, idea forums
- + Space for collaboration, but a  
transient population
- ? How does the studio benefit from  
these deals. Brokering fee?
- ? 'How can we help' page on the PM  
site.
- ? Can the alumni bring in more  
commercial work?
- ? Clearer path for graduates to enter  
commercial environment / support

## Expanding the dialogue

- + PMStudio roadshow events like:  
- iGFest  
- Light Up Bristol  
- School tours round studio
- + Training events to become a  
Pervasive Producer
- + Consolidation of knowledge as a  
resource for others
- + Publicity for graduates!
- ? PMStudio TV channel, discussing  
ideas openly