Perception's of the future
The creation of a perceptive audio drama

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Broadcasting...

What is broadcasting?

http://www.flickr.com/photos/Shaunn/3979899772/
Broadcasting to everyone

http://www.flickr.com/photos/feuilllu/302001867/
One way communication

http://www.flickr.com/photos/lonecellotheory/432658896
Our public purpose

http://www.flickr.com/photos/steeljam/6479389045
Enchanting and engaging stories?

http://www.flickr.com/photos/boonlee89/6462543711
Broadcasting? let's change the rules

http://www.flickr.com/photos/gabrielap93/6205964186
What happened?

http://www.flickr.com/photos/87913776@N00/3241512841
Context, mood, body language...

http://www.flickr.com/photos/rkeetch/2333189037/
The comedy conundrum

http://www.flickr.com/photos/theerin/
“Hello, *insert location*”

http://www.flickr.com/photos/theerin/4716840013
Not personalised, its customised
Storytelling is about the **variables**
The state of the art

http://www.flickr.com/photos/factoryjoe
Scale is the name of the game

http://www.flickr.com/photos/thomashawk/2189615343
Delivering objects

http://www.flickr.com/photos/doug88888/4551753154
Media is never finished

http://www.flickr.com/photos/doug88888/4551753154
Client side power

http://www.flickr.com/photos/45703688@N07
How it could work
A world of explicit data

http://www.flickr.com/photos/ian_munroe/3573013803
Moving from the explicit to the implicit

http://www.flickr.com/photos/pjanvandaele/4034179415/
The big data trend

http://www.flickr.com/photos/starsalive/3994225376
The micro data trend

Media as wallpaper

http://www.flickr.com/photos/chrisbartow/5835428673/
The attention economy

“Wanting people to listen, you can’t just tap them on the shoulder anymore. You have to hit them with a sledgehammer, and then you’ll notice you’ve got their strict attention”
- John Doe

http://www.themoviedb.org/account/LaTropa64
Quote from New Line Cinema’s “Se7en”
Sometimes... just a tickle will do
Highly relevant

http://www.imdb.com/title/tt0114369/
Se7en – © 1995 - New Line Cinema
Media re-imagined

http://www.imdb.com/title/tt0259711/
Vanilla Sky – © 2001 – Paramount Pictures
Narrative on rails

http://www.flickr.com/photos/ag2r/4437697015
Simpler that you can imagine

https://trakt.tv/show/flashforward
Flash Forward – © 2009 – ABC
Perceptive media: Breaking out

http://www.futurebroadcasts.com
Putting it all together...

WebAudio api, Geolocation api, Speak.js, AudioLib.js, Underpants

http://happyworm.com/blog/2012/07/12/breaking-out-web-audio-and-perceptive-media/
Total control of every aspect
Perceptive media Demo “Breaking out”
Early feedback...

Overall the audience was (slightly) positive about the experience. Several reasons were given, such as it was quirky, interesting, and because it used local references.

They were prepared to be engaged for longer because it was so unusual and different.
Try it yourself... we open sourced it

The JavaScript client side code is available under the Apache License, Version 2.0
https://github.com/happyworm/PerceptiveMedia - Big thanks to Happyworm
Dream a little bigger, darling...

http://sd.keepcalm-o-matic.co.uk/p/keep-calm-and-dream-a-little-bigger-darling-7/
Thank You...

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#perceptivemedia

http://www.futurebroadcasts.com
http://groups.diigo.com/group/perceptivemedia