

AR Production Presentation
I wanted to start by telling you a story ...so are you sitting comfortably? Then I shall begin. It is a story of blind faith, obsession and blood sweat and tears... The story of AR.
In the beginning there was a small yet perfectly formed Belgian games company called Larian who were thinking web 2.0 before it was a twinkle in our eye...
<slide - larian>
They met with a Belgian TV company and decided to build an exciting 3d world for children to play in and discover the channels content, using it as a hook into TV output and vice versa.
<slide – ketnet kick>
When this was finally developed it was spied at a games convention by a young Rachel Bardill – 3 long years ago which in the world of interactive is about 3000 years. In the brave new world of web 2.0 this was a beacon of hope for the BBC.
<slide - Rachel>
Who would have thought it would become a brand altering enhancement to the CBBC portfolio?
<slide - cbbc>
She brought back the idea to the UK and started working out how this could be integrated into CBBC
<slide – early AR pic>
This was no easy task, with funding to be won, exceptions to be granted, linear big wigs to win over, legal wranglings to overcome, visions to shape and a lot of trps on the Eurostar.
<slide – CBBC world>
After much work on the early CBBC World project the game started to firm up. The arrival of Development Producer extraordinaire onto the project, Ben Evans meant the now grey haired Rachel would worry no more.
<slide - AR>
New graphics and designs were drawn up and before long Adventure Rock was born:
<slide – AR logo>

The idea behind Adventure Rock is this **Engaging children with CBBC brands, video and Games in a new way – and getting them to shape the CBBC brand, creating a circle of interaction. I hope that in this big project we have not only achieved that but learned a lot along the way. It has been a brave new world we have been exploring which has paved the way for FEWER BIGGER BETTER products in the CBBC portfolio.**

<slide – projects>

<VIDEO – AR mash-up starting with AR trailer video, then into Royston, then clips of childrens work>

I hope this video gave you a flavour of what we wanted to do with Adventure Rock, and what we are already getting out of it. Now I have told the story of how we got here, and you can see how the backstory works with children’s content, I wanted to give a quick flavour of how the AR team are managing the world to date. One month in!

Into over view of how we started the story:

<slide – world overview>

Working out story frame

Work was done to see what would be an exciting back story for children and what would get them involved in the game and make them care about it

<slide - crocs>

Having an open pre-story where children can come up with the past and help shape the future.

By giving the children a set of central building blocks (facts about the world) and then continually reacting to their own ideas we are able to let them set the storyline for us to cement on the AR site. The culture of AR is in the children’s hands...a true community!

<slide – avatar>

(coming OUT of the world...)

When we launched we were looking to get children excited by the idea of something going on in the background of CBBC, something underground and something that maybe they shouldn’t yet know about. Something that the presenters of BBC don’t yet know about...

We had the idea of giving our early adopters ‘pioneer’ status so they would virally tell their friends about the world. Children saw home page take overs, watched our brands talk about the ‘mystery of AR’.

We have Marketing trails across our channels showing teaser trails to get children excited. This has lead to a core fan base who LOVE the brand and want to tell others about it.

<slide – screen shot of Cody on HP>
To date We have encouraged children to get engaged in the story line by :
<slide – AR news section>
Getting them to discuss on the MB,
Pushes for content asking them to draw CBBC talent
Make comics about their time in AR
<slide – AR MB>
Successful storylines on MB
<slide – symbol>
We have hidden a selection of cryptic symbols around Adventure Rock for the children to find. In the end we didn't even need to prompt them to get them excited by this, they just discovered them and started making up their own theories.
This has become one of the most exciting parts of the AR story as children who we like to call 'adventurers' compete to be the first to find new icons and the first to help decipher them.
<slide – content>
Pushes for content by the team have been incredibly popular with over 1000 piece of music created per month, and many more pictures and comics.
We found that asking about things INSIDE the world was much more popular than getting them to reference things outside. They even thought Elef, one of the host team was kidnapped when he went on holiday.
<slide – content, content x2>
And has seen them mount various attempts to get him back. This has now been woven into the storyline, and when we open the next section of Adventure Rock the hosts will 'release' him from the crocs scaly clutches!
Working with TV
<slide – Oucho>
We have been incredibly lucky that Ed and Oucho, our CBBC stars have been really keen to get involved in the storylines. By having Oucho (a puppet cactus) 'know' about Adventure Rock, and have Ed deny it as a rumour we were able to set up a pantomime motif, where the children in the know would be screaming at their TV sets, knowing that AR was fact.
As AR has progressed we have been able to pull Ed and Oucho in more and more, with Ed finally admitting that AR is real, and Oucho claiming subtly, that he was involved in Adventure Rocks creation (something the children were quick to pick up on).

When we were able to open a new area of Adventure Rock we covered the inside in Oucho pictures and Oucho video clips, which has baffled the children and led to many more excited discussions!

I have been talking a lot about quite a hardcore and indepth gaming approach but we are keen to harness those that like a lighter touch to the game.

Mini Games

<slide – mini game>

Adventure Rock also boasts 16 mini games, featuring a range of updated classics. Each game can only be played after successfully finding hidden ‘pages’ from around the island.

Cogs

<slide – cogs>

Users can collect cogs as they explore, and then spend the cogs they collect in the upgrade centre.

<slide – upgrade centre>

Here they can buy new clothes

<slide - clothes>

Items for the different studios

<slide – studio items.

And upgrades for the Cody bot to get you to different areas

<slide – Cody upgrade>

Video Screens

<slide – video screen>

The world is populated with large video screen which we control. Here we can show kids exciting news clips helping them find out more about the world they are exploring. In the future we can use this different screen to sneak out exciting new CBBC video content to our audience, rewarding our players for being in the world with things they can’t find elsewhere, and also giving them playground kudos. Cinema Island will show ‘exclusive’ shows and first looks to programmes....if rights can be cleared.

Where to Next?

<slide – AR world>

We want to carry on involving the children in every plot turn, getting them to help us nail down the direction the narrative will take us in and help us ‘uncover’ Adventure Rocks mysterious past!

Possibilities for the future include the chance to make a spin-off TV series which would detail the story as ‘written’ by children so far.

We also want to make Adventure Rock a more connected place to be, and although we won’t be offering a fully multi-player environment we want to let children work and play together. Areas like a new studio where they can design and build race tracks, which then their friends can play on and

collaborative art work where the story and art never ends.
<slide – avatar>
We want to have video on demand so children can see AR as a broadband channel within the CBBC portfolio.
And we want to tie in DIRECTLY with key brands – imagine a RAVEN island where children can take part in some of the trials from the TV show and interact with it in a 3D world.
Biggest learnings for me, being involved from beginning include: long term projects in the interactive world are in danger of becoming outdated before they launch so consider long term ongoing investment as a model to keep updating a world. Research children’s opinion of this type of world at creative and build stage. Don’t underestimate the amount of integration and technical work this undertaking can take.
Overall, although early days, this gaming world is helping to re-position the way we communicate our brand to children, and is enabling us to see our future in an ambitious exciting way. So when you are playing on AR, ask yourself, are you a pioneer or an adventurer?