



# MEDIAXCHANGE INFINITE STORYTELLING (MXIS) 2021

## WEBINAR SERIES & INDIE VIRTUAL PRODUCTION SUMMIT

### A New Era of Drama Storytelling

As the COVID-19 global pandemic continues to impact the media, entertainment and gaming industry, new virtual development and production capabilities become a competitive advantage for content creators now and in the future, where strong storytelling remains the engine to success in TV Series, Film and Games.

#### JOIN US

MediaXchange brings you the future of Storytelling, Virtual Production and shows how new and improved development and production workflows effectively influence your content creation, production pipeline and ultimately enhance your stories. We look forward to welcoming you to our new, 2-part open-to-all online program & summit in June and October 2021!

#### CONTENT

In this two-part MediaXchange **Online Webinar and Indie Virtual Production Summit** in June and October 2021, moderated by industry veteran **Joerg Bachmaier** we will explore how to enhance your storytelling where games, digital entertainment, and traditional TV drama intersect and understand the influence of new content development and production workflows, interactive and immersive elements in storytelling.

#### ABOUT

'MediaXchange Infinite Storytelling (MXIS)' is our new gaming and immersive tech accelerator dedicated to highlighting new trends in content creation and storytelling for Digital Media, Gaming, and Immersive Tech. Our first initiative (December 2020) was a bespoke and exclusive collaboration with the Flanders Audiovisual Fund (VAF), and brought together, in a series of online sessions, an extraordinary line-up of experienced and award-winning writers, directors and producers.

## JUNE & OCTOBER 2021

# OUR WEBINAR SESSIONS

**"Our latest developments enable final pixel quality in real time, which empowers content creators across all stages of production, and equip them to shoot their visual effects in camera. It's a game changer."**

**Marc Petit, General Manager at Epic Games**



## EXPLORE VIRTUAL PRODUCTIONS

What is Virtual Production? Where traditional production pipelines are a linear, one-way process through classic development, preproduction, production, and postproduction which negatively can lead to a "fix-it-in post" mentality. Virtual production is a collaborative, creative and an effective simultaneous process where digital assets and entire storyworlds are created in preproduction. Visualizing these digital and physical assets simultaneously on set with live-action camera footage in real time, accurate parallax and LED volume as recently seen in "The Mandalorian" helps directors and actors to gain a better spatial understanding of the scene.

## EXPLORE GAMING IP AND INTERACTIVE STORYTELLING

Examine how TV, novels and film are beginning to incorporate new and innovative approaches to traditional storytelling and increasingly incorporate gaming IP and intersect with videogame assets. Furthermore, interactivity allows stories to be told from your perspective, rather than that of the main character. We make choices and control the pacing of the experience and the movements and actions of the characters, effectively becoming a co-author of the story.

## CONTENT 5 SESSIONS

- What is Virtual Production?
- Why gaming IP is finally taking off in TV
- Virtual Production: Film on the Brink of a Creative Revolution
- Interactivity and Storytelling
- Virtual Development and Writers' Rooms Amid Global Lockdowns and Corona-Crisis





# INDIE VIRTUAL PRODUCTION SUMMIT 2021

**“THE FUTURE OF STORYTELLING, VIRTUAL PRODUCTION, AND IMMERSIVE MEDIA”**  
**OCTOBER 2021**

## **MEDIAEXCHANGE VIRTUAL DEVELOPMENT & PRODUCTION PANEL**

**“The Intersection of Games, Digital Entertainment, and Traditional TV Drama”**

90 min Executive Panel moderated by [Joerg Bachmaier](#)

Hear directly from top industry executives and artists how virtual production evolves the entire content development and production process and becomes a game changer for all content creators from studio executives, independent producers, or social media creators. Learn about new creative opportunities but also budgeting, staffing and tech challenges while recreating exiting new worlds and realities.

## **INTRODUCTION TO VIRTUAL PRODUCTION STUDIOS AROUND THE GLOBE**

**Indie Studio Tour & International Case Studies**

5-8 x 60 min Sessions

How does this new storytelling paradigmscale from massive blockbusters to indie film production and what is the future of real-timefilmmaking? Join us on an Indie Studio Tour around the globe showcasing many international use cases and innovative virtual production tools enhancing creative outcomes with significant time and cost savings. Although not every story or director is a good fit for LED live-action production, and we will highlightboth the opportunities and challenges bringingVirtual Production tools to all content creatorsand filmmakers.

## **“IT'S A WRAP” - END SESSION**

**Discussion with Experts and Participants**

60 min Q&A Session - Learnings, Conclusions, Outlook

