# Pecha Kucha Presentation on Multipath

5th Oct 2011 - By Michael Kubler

Presentation: Multipath Storytelling
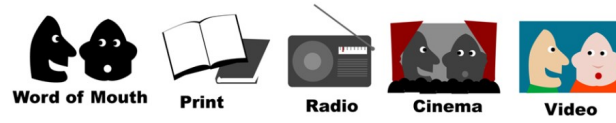
FILMS ON THE FLY

1.

### Michael Kubler
Managing Director

Hi! I'm **Michael Kubler**, the Co-Founder of **Films on the Fly** an **Adelaide** based **startup** which is **fostering paradigm changes** in **entertainment** and **education**. I'd like to welcome you to the **dawn of a new era**, the era of *Multipath Storytelling*.
But first, a **quick history of communication.**
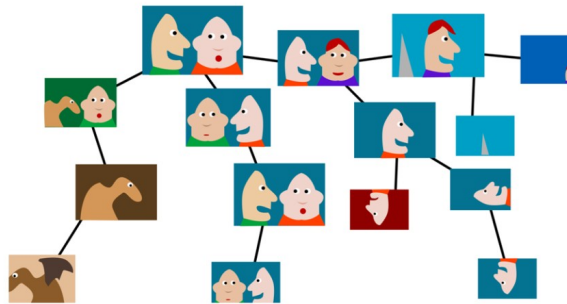
2.

Word of Mouth   Print   Radio   Cinema   Video

As civilisation has progressed, we have developed various forms of media. From **word of mouth** through to the **one to many broadcasting** of print, radio, TV and the like. You should all be aware of the **many to many** power of the **Internet** although some of you may not have seen the recent surge in **Interactive online video.**

3.



**The Multipath concept** is a form of interactive video combined with collaborative communities.

Interactive Storytelling is about **giving the viewer a choice over which of the multiple story paths they want to take.** Imagine those old **Choose-Your-Own-Adventure** Storybooks, **but as online video.**

4.



Multipath enables **the seed** of **an idea** to **grow into a tree of stories** by **allowing communities** to **expand** upon **the concept**, **uploading** videos, photos, text and **other media**. Then **importantly, linking** that **media together** in **meaningful ways**. The **core** of **Multipath** is about the **relationships** between the **content**.

5.



In order to test the concept, **Films on the Fly** teamed up with the **Media Resource Centre** and ran multiple **film making workshops** to help foster a new Adelaide film **community** called **Linkr**. Each **workshop** ran over **3 weekends** and we made multiple short films each weekend.

6.



At the **first workshop** we created this **Multipath tree**.
The **seed film** is the **one in the middle** and has multiple different **futures, pasts, tangents** and even **pasts of pasts, tangents of futures** and so on. As you can see, we have **different types of relationships between the films.**

7.



The **seed film** involves a **Drunk guy** walking through a **car park**. That's it, just a **short video** but it **raises questions** about **how he got there** and **what** was going **to happen** to him.

Maybe he tries to **drive home but crashes**.

Or maybe **his friend saves him** and **drives** him **home instead**.

8.



Or maybe, he **drives over a Vampire**. Now, I don't know about you, but **if I couldn't be seen in mirrors I'd be annoyed**, especially if I **just got run over by my dinner** because of it.

9.



It is also possible that **he'd bumped into a spy** who **mistook him for an agent** and handed him **a vile of green liquid.**
**Where** did the vial come from, **what** was the liquid and **who made it**? What happens when the **spy realises**? These are some of the short videos we created.
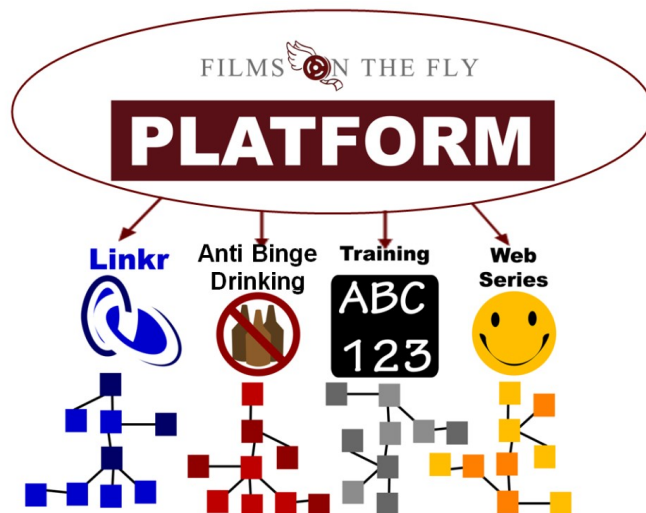


10.

But **don't take my word** for it, **experience** it for **yourself**. Ohh wait **you can't**. Whilst people have managed to **shoehorn interactive video** into **platforms like YouTube**, with examples like the **Tippex bear**, and **a Zombiepocalypse**, the video tools **don't allow anyone else to expand upon those stories.**

11.

Organisations have also tried using **tools** like **Wordpress**, **Drupal** and **NING** for **fostering communities**. But these were **created** as **blogging systems** or for **social networking** and **aren't** that **good** for **helping communities to develop** and they certainly **don't** have the **tools** to **enable Multipath storytelling**.



12.

**Films on the Fly** is trying to solve this **problem.**
We are creating an **online platform** to **foster multiple collaborative communities.**There are many variants, from **Storytelling** to **Education** and **Advertising**. For example we would love to create a **Multipath** based **Anti-Binge Drinking** campaign.

# Communities
## Collaborative Storytelling

13.



**Multipath Storytelling** is for general **communities** like **Linkr** or the **Kino** film making community which has *hundreds of chapters world wide*. Films and **content created** by these groups is usually **low budget**, shown to the **public, highly experimental** and **very entertaining**.
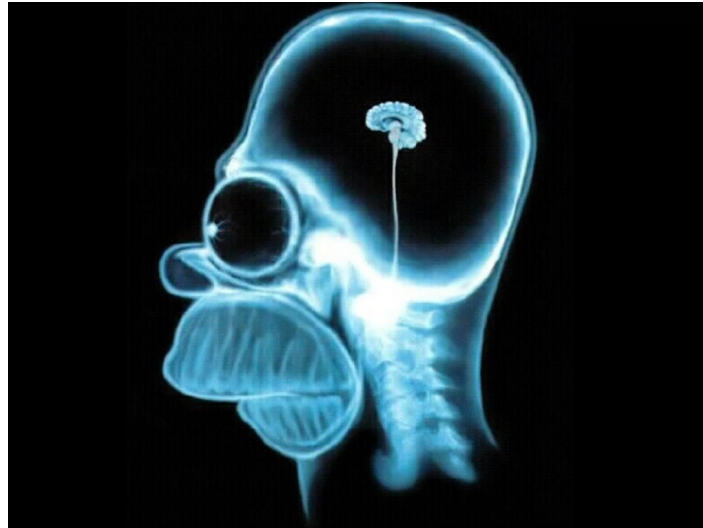
# Education
## Collaborative Learning

14.



**Multipath Education is another variant**, based around **Collaborative Learning**. The **Khan Academy** is a great example with **over 2,200** online **educational videos** covering everything **from maths 101** to **chemistry** and is **helping develop** a **new way** of **teaching** called the **flipped classroom model**.

15.



**Businesses** can **use Multipath** for **staff training** and **recording tacit knowledge**.
People **learn in different ways** and **no matter the size of their brain**, some things are **better explained visually**. A **bank**, Mc Donalds, **even your local Dentist** could **use Multipath** to help **teach employees procedures, protocols** and to **guide them through their career**.

16.



Michael Kubler    Sunny Wu

**The people** currently trying to **make this happen** are **myself**, the guy with **the hat** and **Sunny** the **Ninja**.
I'm a **Web Developer**, **Film maker** and social Entrepreneur although I like to think of myself as a **problem solver.**
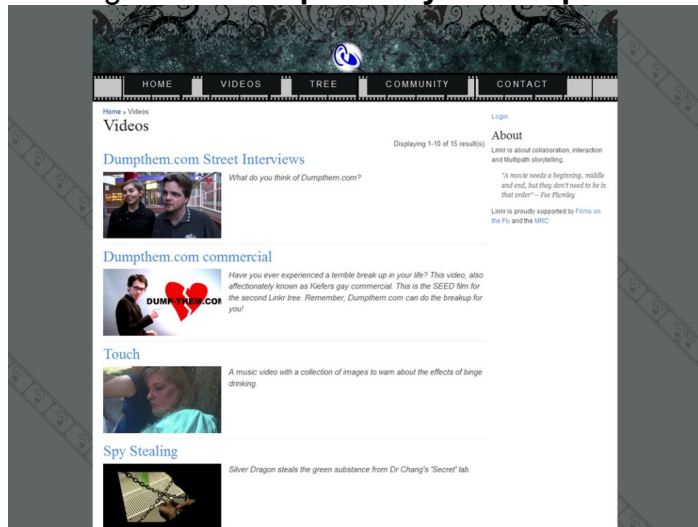**Sunny**, is our super fast **editor** and **cinematographer**.
There's also **Amy**, our **organisational goddess**.

17.



**For the tech savvy**, the online platform will be a **S**oftware **a**s **a S**ervice, **cloud based** hosting system. To **compete effectively** using a **small development team**, the platform will **be Open Sourced** and **designed** with **great APIs**, allowing others to **expand beyond** the **platform**.

18.



So far we have: Won a **$35K development grant**, **proven the** Multipath **concept**, **visited a startup incubator in Sydney**, greatly **expanded our** film and web **development skills** and developed **two prototypes**. We are now **ready to take this to the next level**.

Multipath is about Interactive Videos &

Fostering Collaborative Communities

19.



**In summary** the **Internet's** power of **many to many** conversations when **coupled with interactive video** and **collaborative communities** will change the way you **view, contribute to** and **think about content**.
We want to **make Australia the International hub of Multipath** and with your help we can.

FILMS ON THE FLY

20.

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If you want to **be a part this new era** or **find out more** then give us a **buzz**. You can **check out filmsonthefly.com**, **email us**, add us to the **book of faces** or **just tweet us** and **say hi**!

## Image References

http://timsmiths.co.uk/site/img/video.png - Video Camera, front on
http://texdexter.files.wordpress.com/2009/11/cloudcommodity1.jpg - Blue Cloud key
http://www.w3.org/html/logo/downloads/HTML5_Logo_512.png - HTML5 logo
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germination (large)