



Top Tips for Successful Collaborations

1. A partnership between TV producers and new media producers is the best way to go. No one can do everything!
2. The creative process is enhanced in a partnership as the minds think differently. Take advantage of the linear thinking of the tv producer matched with the non-linear thinking of the new media producer. The result is new possibilities.
3. The partnership, and development of the new media component, should begin at the earliest possible stages of development of the television content.
4. There must be one strong vision (usually the originating partner) who can ensure consistency in the story-telling and impose and enforce creative and business decisions.
5. A strong co-ordinator who is focused specifically on the interactive material is required to ensure the development, scheduling and implementation and roll-out of the material – and the reporting to all stakeholders.
6. There should be a central, accessible source of all information for all partners in order to ensure consistency across platforms: the bible, a style guide, database, animation, research, etc.
7. Each platform should be designed to cross-promote the other.
8. Design appropriately for each platform to maximize the benefits of what each platform has to offer.
9. Ensure there is an approval process from all stakeholders involved.
10. Think about the audience, the demographic and how to best reach them. The tv audience and the interactive users should be the same demographic. What are they doing? Where are they getting their entertainment/info from? Involve them in UGC where appropriate. Take advantage of feedback.