



# Building a Collaborative Entertainment Property

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## **A Model for Collaborative Entertainment**

The Brain Candy, LLC Collaborative Property Model is a narrative structure and legal framework that allows open collaboration within commercial entertainment properties.

The content created through open collaboration can generate revenue which is shared between the independent creators of content and the property owner.

Under the Collaborative Property Model, property owners retain branding control and ownership of the property.

The Collaborative Property Model is flexible, scalable, and can be customized to meet the goals and concerns of the property owner.

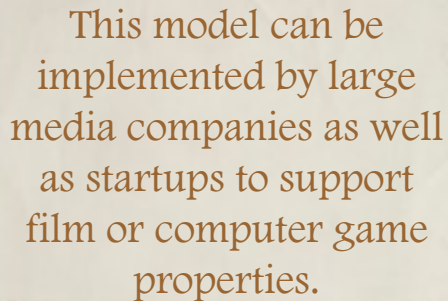
## **Copyright Infringement Protection**

The Collaborative Property Model employs a custom licensing structure that protects the interests of property owners and individual collaborators.

The legal framework mitigates the property owner's exposure to liability for copyright infringement in future offerings.

## Collaboration with Direction

The Collaborative Property Model establishes protocols to maintain the overall quality of the entertainment property.



This model can be implemented by large media companies as well as startups to support film or computer game properties.

World Stewards are assigned to maintain continuity in all canon content, weaving internal and external offerings into a coherent narrative that builds toward, and avoids conflict with, the next major property tent-pole release.

## **Aligning Creative and Commercial Interests**

The Collaborative Property Model offers new revenue generating capabilities for property owners and the creative community.

Members of the creative community share in revenue generated by their individual canon creations to reward their efforts and encourage future contributions.

## Benefits of Collaborative Canon

The Collaborative Property Model provides a sustained low-cost source of fresh content to the property between major internal offerings to:

- maintain persistent awareness of the property
- formally recognize and reward externally generated content
- steadily grow the monetizable content in the property
- build a wellspring of new talent and fresh ideas that can be utilized in future property offerings

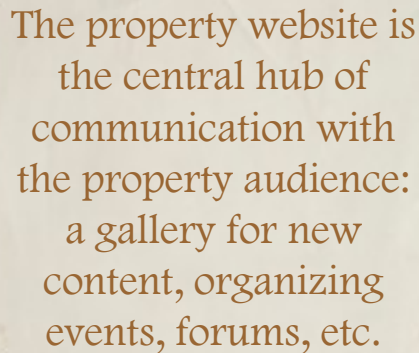
## **Minimized Costs, Maximized Effects**

The Collaborative Property Model takes full advantage of the Internet as an inexpensive distribution and communication platform.

The Internet presence also serves as a promotional and test marketing platform for the property.

## Benefits of a Collaborative Community

The model encourages new relationships between fans, artists, and the entertainment property.



The property website is the central hub of communication with the property audience: a gallery for new content, organizing events, forums, etc.

The ability to meaningfully participate in the creation of official materials fosters a greater emotional investment by fans in the property.

Even professional artists will be attracted by the opportunity to collaborate in popular, high-quality entertainment properties.

## **Self-Empowered Collaboration**

Preferably, the act of collaboration occurs within the creative community, not just between the community and the property owner.

Property owners should be facilitating and encouraging the self-empowerment of the creative community to organize and collaborate by providing appropriate tools and frameworks.

This level of community cooperation deepens relationships through peer-level support, guidance, and review.

## **Appropriate Properties**

The Collaborative Property Model works best with properties that have a clear chain of title and consist of a world/universe capable of supporting a wealth of story possibilities.

Ideally, entertainment properties should be financially anchored by major offerings of a scale not easily replicable by a single individual.

## Examples of Ideal Properties and Applications

Genre-based entertainment properties such as fantasy, science fiction, adventure, and horror that are suggestive of events, characters, and locations beyond the scope portrayed within the major tent-pole offerings.

Possible applications of the model include:

- pre-release marketing for a new video game
- revitalizing a dormant television series through collaborative fan engagement
- extending a movie franchise world between film releases

## **Building Worlds Through Conversations**

The Collaborative Property Model emphasizes a trans/multimedia approach to storytelling within an entertainment franchise property world/universe.

The model allows the creative community at large to create canon materials within the property narrative and rewards them for their efforts.

For the commercial entertainment properties that would benefit from trans/multimedia collaboration, the BCL Collaborative Property Model is an ideal way to expand the property and offer fans a novel and meaningful way to play.

# The BCL Collaborative Property Model

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To learn more about the Brain Candy, LLC Collaborative Property Model, please visit [www.braincandyllc.com](http://www.braincandyllc.com) or contact:

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