

Digital narratives at the BBC

M. Toby Harris – Advanced Placement Project – 2010

The logo for Toby Harris, featuring the name 'toby' in a stylized, lowercase, handwritten-style font.



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Digital narratives at the BBC

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M. Toby Harris – Advanced Placement Project – 2010





Media & Arts Technology
Doctoral Training Centre
<http://www.mat.qmul.ac.uk>

Digital narratives at the BBC

M. Toby Harris – Advanced Placement Project – 2010





1 British Crossmedia Corporation

toby



Across media

Radio play.

toby



Mostly Harmless

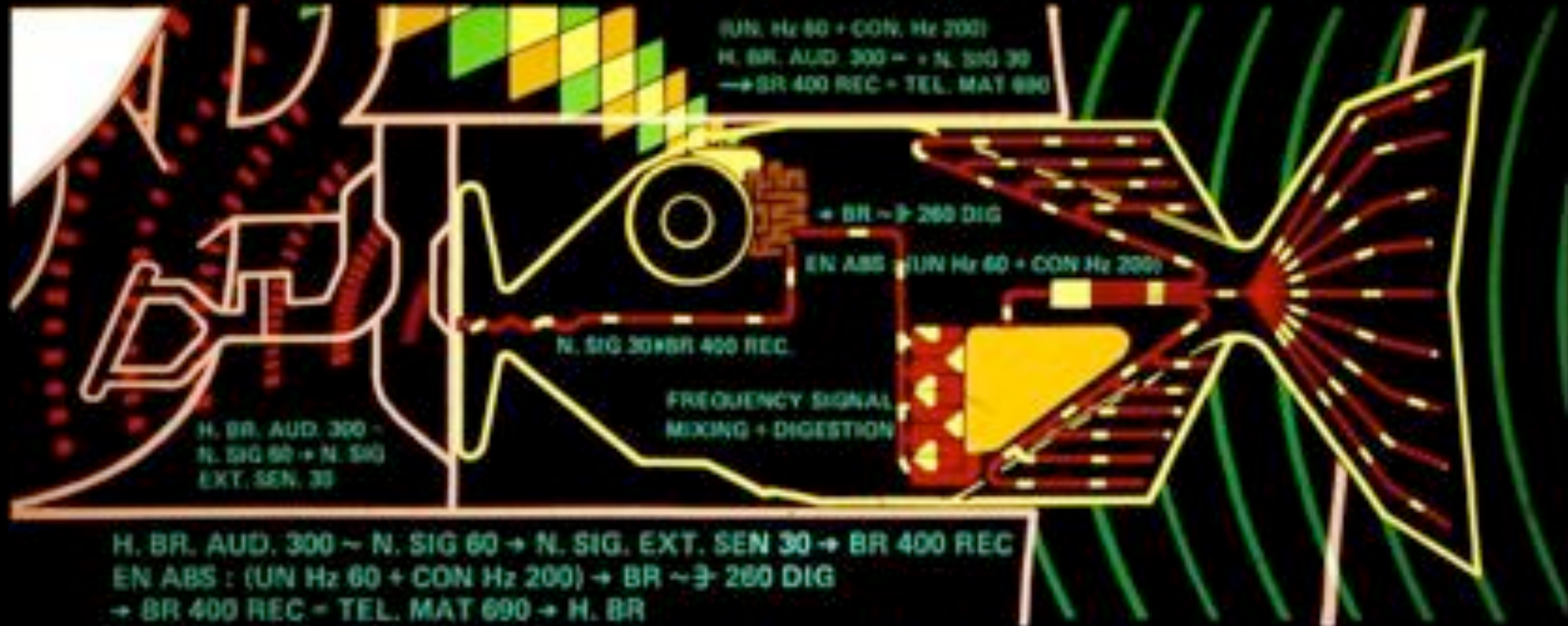
Across media

Radio play. Book.

toby

BABEL FISH

GOD (NON-EXISTENCE OF)



USEFUL COULD EVOLVE PURELY BY CHANCE, THAT
MANY THINKERS HAVE CHOSEN TO SEE IT AS A
FINAL AND CLINCHING PROOF OF THE
NON-EXISTENCE OF GOD.

Across media

Radio play. Book. TV Series.

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original animation artwork by rod lord

www.bbc.co.uk/cult

THE MITCHEMVER'S GUIDE TO THE GALAXY

Infocom interactive fiction - a science fiction story

Copyright (c) 1984 by Infocom, Inc. All rights reserved.

Release 47 / Serial number 840914

You wake up. The room is spinning very gently round your head. Or at least it would be if you could see it which you can't.

It is pitch black.

>Turn on light.

Good start to the day. Fity it's going to be the worst one of your life. The light is now on.

Bedroom, in the bed

The bedroom is a mess.

It is a small bedroom with a faded carpet and old wallpaper. There is a washbasin, a chair with a tatty dressing gown slung over it, and a window with the curtains drawn. Near the exit leading south is a phone.

There is a flathead screwdriver here. (outside the bed)

There is a toothbrush here. (outside the bed)

>Get out of bed.

Very difficult, but you manage it. The room is still spinning. It dips and sways a little.

Across media

Radio play. Book. TV Series. Text Adventure Game.

The Infocom logo, featuring the word "Infocom" in a stylized, handwritten-style font.

DON'T PANIC

MAY 6 2005



Across media

Radio play. Book. TV Series. Text Adventure Game. Movie

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Adapted for each medium

All the same, all quite different.

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Adapted for the web?

How would it be the same, how would it be different?

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2 BBC - Towards web adaptations

Prototype prior art



Storylines: Seasons



On cliffhangers

Episode

Cliffhanger



Episode

Cliffhanger



Episode

Cliffhanger



Omnibus



FOAF classes

person

document

project

organisation



SUDS classes

person

character

family

organisation



SUDS is used to describe soaps

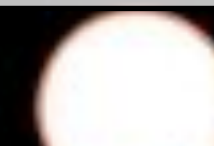
2003 | Experiment driven by proposed redesign of EastEnders website

programme

location

award

toby
event



 The number 200

today

Home

Stories

Characters

Places

Things

The Doctor Who Mythology Engine

Explore the worlds of drama

- Catch-up with your favourite storylines
- Discover new stories and characters
- Watch and share dramatic events

Stories are what you enjoy. They might be one or more episodes, the history of an individual character or a series of related moments. The Mythology Engine allows you to experience stories quickly and concisely by selecting the most significant events that make up each storyline.

It's up to you how you use the Mythology Engine. You could start by clicking on the tabs at the top of the page and select a Story, a Character, a Place or a Thing. See where your curiosity takes you...



Timeline Get the overview of each story from the interactive timelines



Relationship maps
See how characters and places are connected



Video archive
See who was there and their involvement

The Mythology Engine

2010 | Prototype website to 'represent BBC drama on the web'

Explore another BBC Drama



How stories are broken down

...storyline with the interactive timelines. Click on the individual events to watch the video all... on screen. We show you who was there and how they were involved, where it happened and if any interesting things appeared.



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Home

Stories

Characters

Places

Things



The Eastenders Mythology Engine

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Timelines Get the overview of each story from the interactive timelines.



Relationship maps
See how characters and places are connected.



Video archive
See who was there and their involvement.

The Mythology Engine

2010 | Prototype website to 'represent BBC drama on the web'

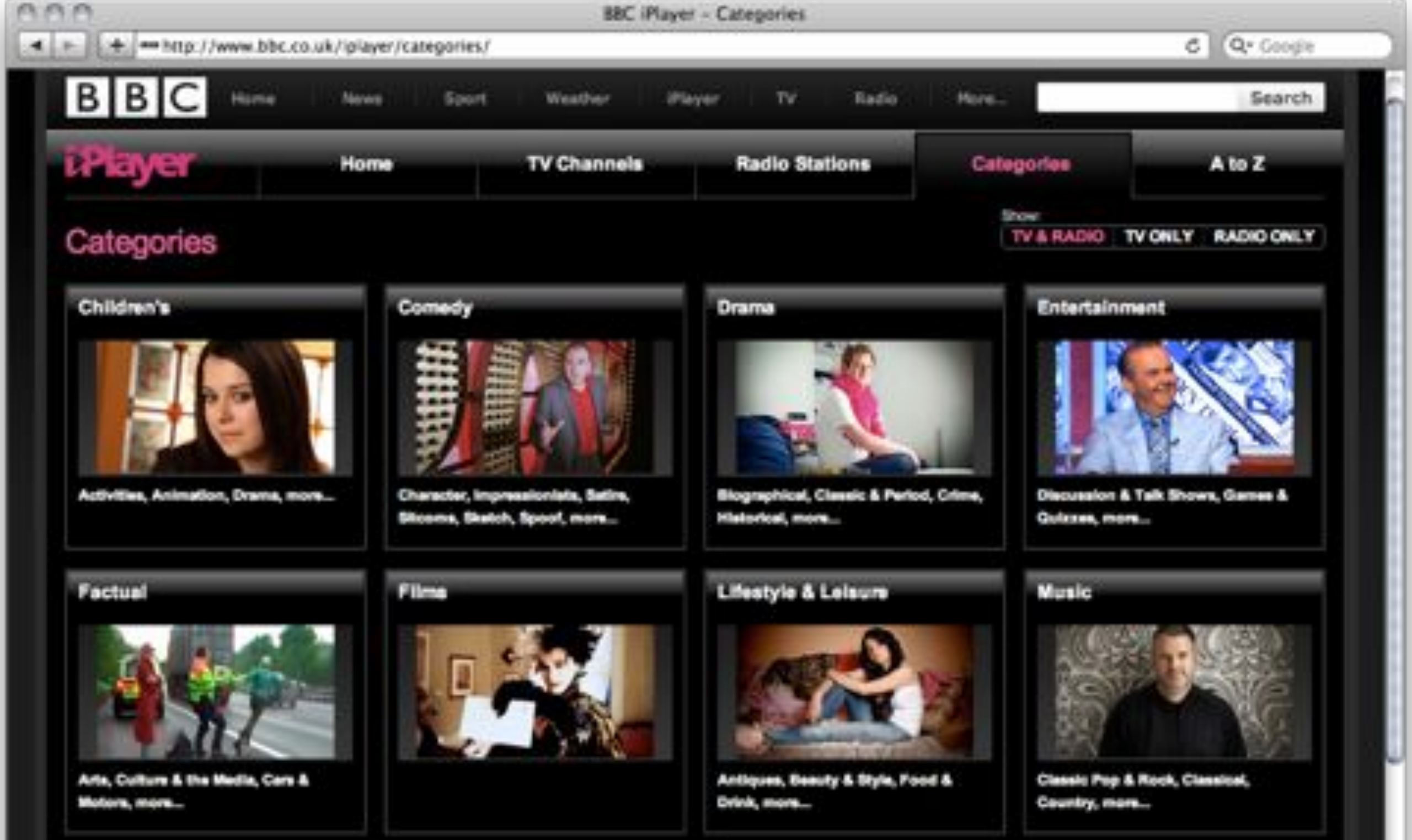
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3 BBC - Production not prototype

The state of the art at the BBC





iPlayer

Video on the web: proved massively popular

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BBC iPlayer - Secret Britain: The Crowded South

http://beta.bbc.co.uk/iplayer/episode/b00thmm9/Secret_Britain_The_Crowded_South/

TV Favourites 0 items | [Watch](#) | [Dropping](#) | [Manage](#)

one



Secret Britain
1. The Crowded South

[Recommend \(5\)](#) [Link to this](#) [Favourite](#) [Download](#)

iPlayer beta

Increased linkage

toby

→ [Go to the Secret Britain site](#)

Broadcast on
BBC One, 9:00pm Sun, 15 Aug 2010

Available until
8:59pm Mon, 23 Aug 2010

First broadcast
BBC One, 9:00pm Sun, 15 Aug 2010

Categories
Audio Described, Factual, Science & Nature



bbc.co.uk/programmes

The source of those links; a page per programme backed by production database

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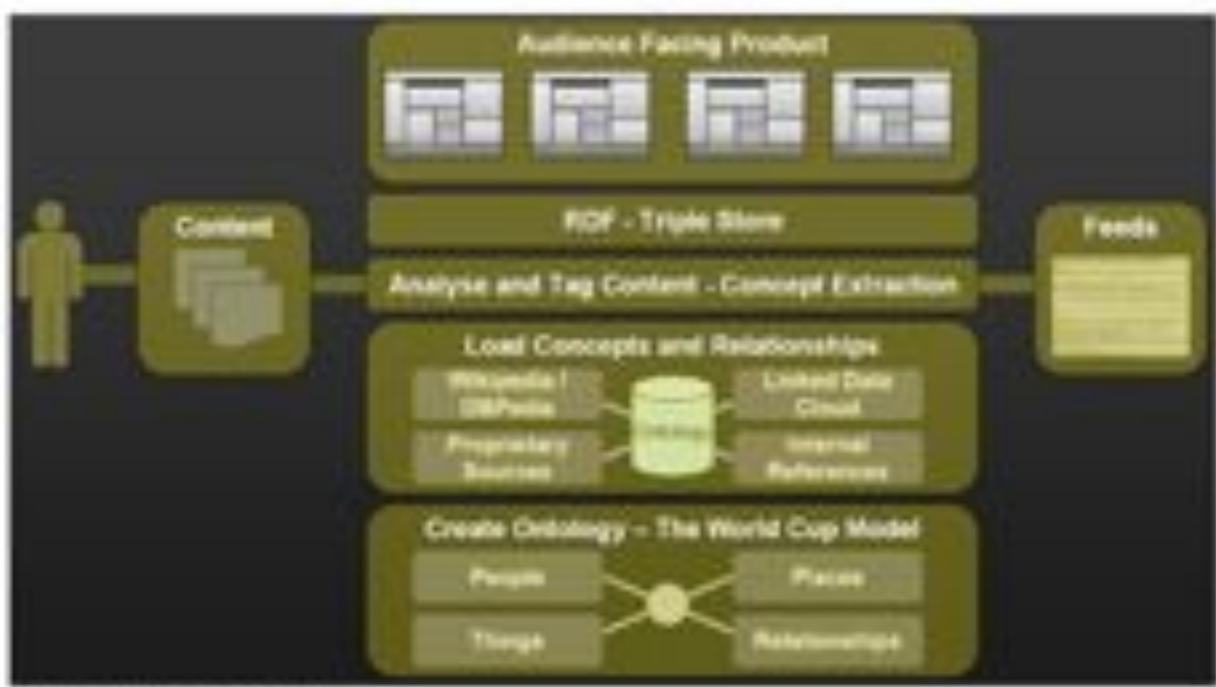
« Previous | Main | Next »

BBC World Cup 2010 dynamic semantic

Post categories: World Cup, linked data, metadata, semantic, seo
 Jem Rayfield | 10:00 UK time, Monday, 12 July 2010

The **World Cup 2010 website** is a significant step change in published. From first using the site, the most striking changes navigation and the larger, format high-quality video. As you becomes apparent that this is a far deeper and richer use of achieved through traditional CMS-driven publishing solutions.

The site features 700-plus team, group and player pages, who performance dynamic semantic publishing framework. This publication of automated metadata-driven web pages that are minimal journalistic management, as they automatically aggregate relevant stories.



Pushing the Boundaries

Though there are lots of dynamically published sites on the internet, the difference here is in the use of **RDF and Linked Data** to build and manage the site. This is incredibly flexible and we are only just starting to explore the possibilities of how this allows us to present and share content. Though we have been using RDF and linked data on some other sites (such as BBC Programmes, BBC Wildlife finder, Winter Olympics) we believe this is the first large scale, mass media site to be using concept extraction, RDF and a Triple store to deliver content.

Another way to think about all this, is that we are not publishing pages, but publishing content as assets which are then organised by the metadata dynamically into pages, but could be re-organised into any format we want much more easily than we could before.



Follow us on Twitter

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- BBC iPlayer
- BBC iPlayer Forum
- BBC Blue Room
- BBC on blogs

BBC Blogs and Books

About the BBC
 The Editors at BBC
 Radio Labs
 Radio 4
 5 Live
 dot.rory
 BBC Backstage blog
 BBC iPlayer Message
 5Live Pods and Blog
 Research and Development
 BBC TV blog

Find all BBC bloggers homepage

The BBC's "Web revolution"

Web 3.0 » Content objects » tagging & ontology » user experience

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4 Call to action

Research outcome zero



Tip: Use commas to compare multiple search terms.

Searches Websites

All regions

2008

pompeii



- A [Pompeii top exhibit at Birmingham Museum of Art](#)
Houston Chronicle - Feb 1 2008
- B [Houston museum shows latest Pompeii relics](#)
Dallas Morning News - Mar 20 2008
- C [Pompeii exhibit has \\$7.5 million impact](#)
Bizjournals.com - Apr 3 2008
- D [Italy warns of decay at Pompeii site](#)
Seattle Post Intelligencer - Jul 4 2008
- E [Pope Benedict XVI travels to shrine in Pompeii](#)
Seattle Times - Oct 19 2008
- F [Noisy, smelly, excavated Pompeii](#)
Times Online - Dec 17 2008

[More news results »](#)

Rank by pompeii

Regions

1. [Australia](#)
2. [New Zealand](#)
3. [Ireland](#)
4. [United Kingdom](#)
5. [Norway](#)
6. [United States](#)

Cities

1. Sydney, Australia
2. Chicago, IL, USA
3. Brisbane, Australia
4. Dublin, Ireland
5. Houston, TX, USA
6. San Diego, CA, USA

Languages

1. Norwegian
2. English
3. Dutch
4. Italian
5. German
6. Turkish

Doctor Who 'The fires of Pompeii'

First transmitted: April 2008

toby

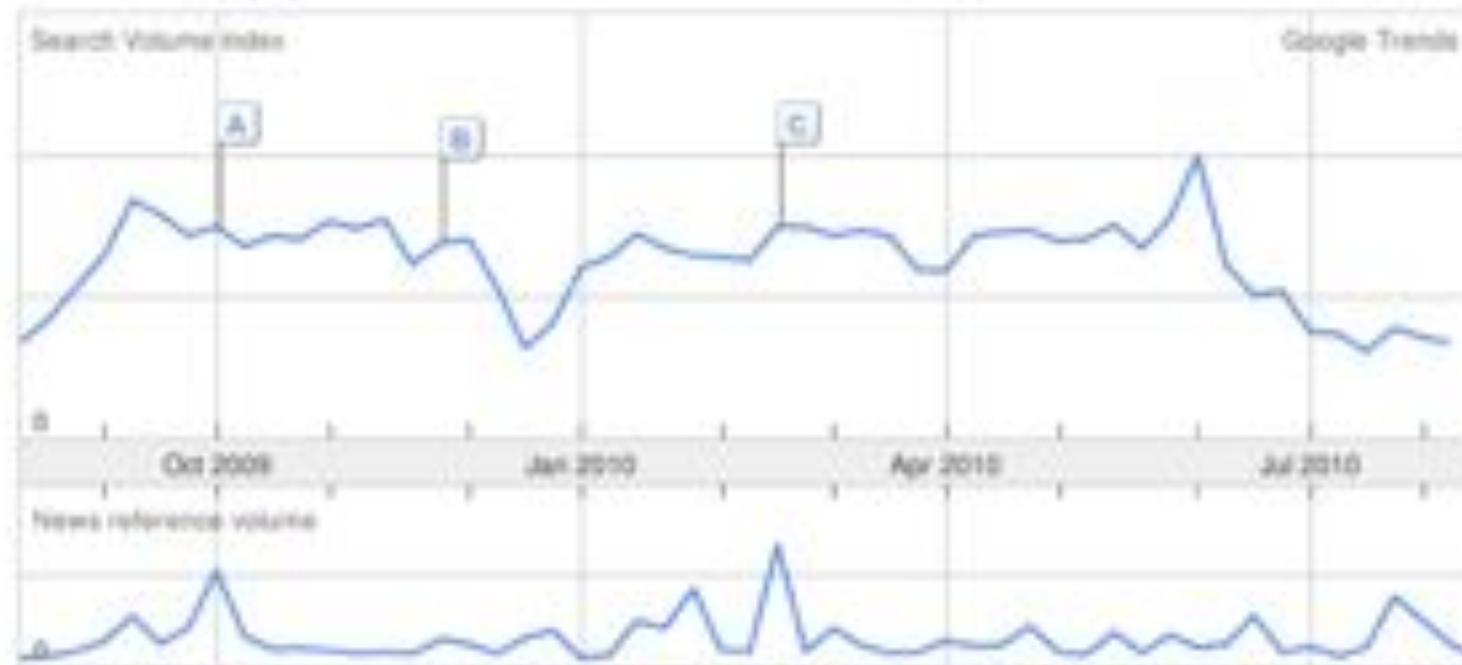
Google Trends provides insights into broad search patterns. Please keep in mind that several approximations are used when computing these results.

Searches Websites

All regions

Last 12 months

vincent van gogh



- A [Vincent van Gogh: the complete letters. Edited by Leo Jansen, Hans Luijck and Nienke Bakker](#)
Independent - Oct 8 2009
 - B [My hero: Vincent van Gogh](#)
guardian.co.uk - Dec 5 2009
 - C [Experts confirm: 'Le Blute-Fin Mif' is work of Vincent Van Gogh art](#)
New York Daily News - Feb 24 2010
- [More news results »](#)

Rank by vincent van gogh

Regions

1. [Netherlands](#)
2. [Australia](#)
3. [Singapore](#)
4. [Ireland](#)
5. [United Kingdom](#)
6. [Chile](#)

Cities

1. Rotterdam, Netherlands
2. Amsterdam, Netherlands
3. Sydney, Australia
4. Singapore, Singapore
5. Dublin, Ireland
6. Poplar, United Kingdom

Languages

1. Dutch
2. Tagalog
3. English
4. Polish
5. Swedish
6. Spanish

Doctor Who 'Vincent and the Doctor'

First transmitted: June 2010

to by

A powerful journey through content

Take the practice of /programmes...

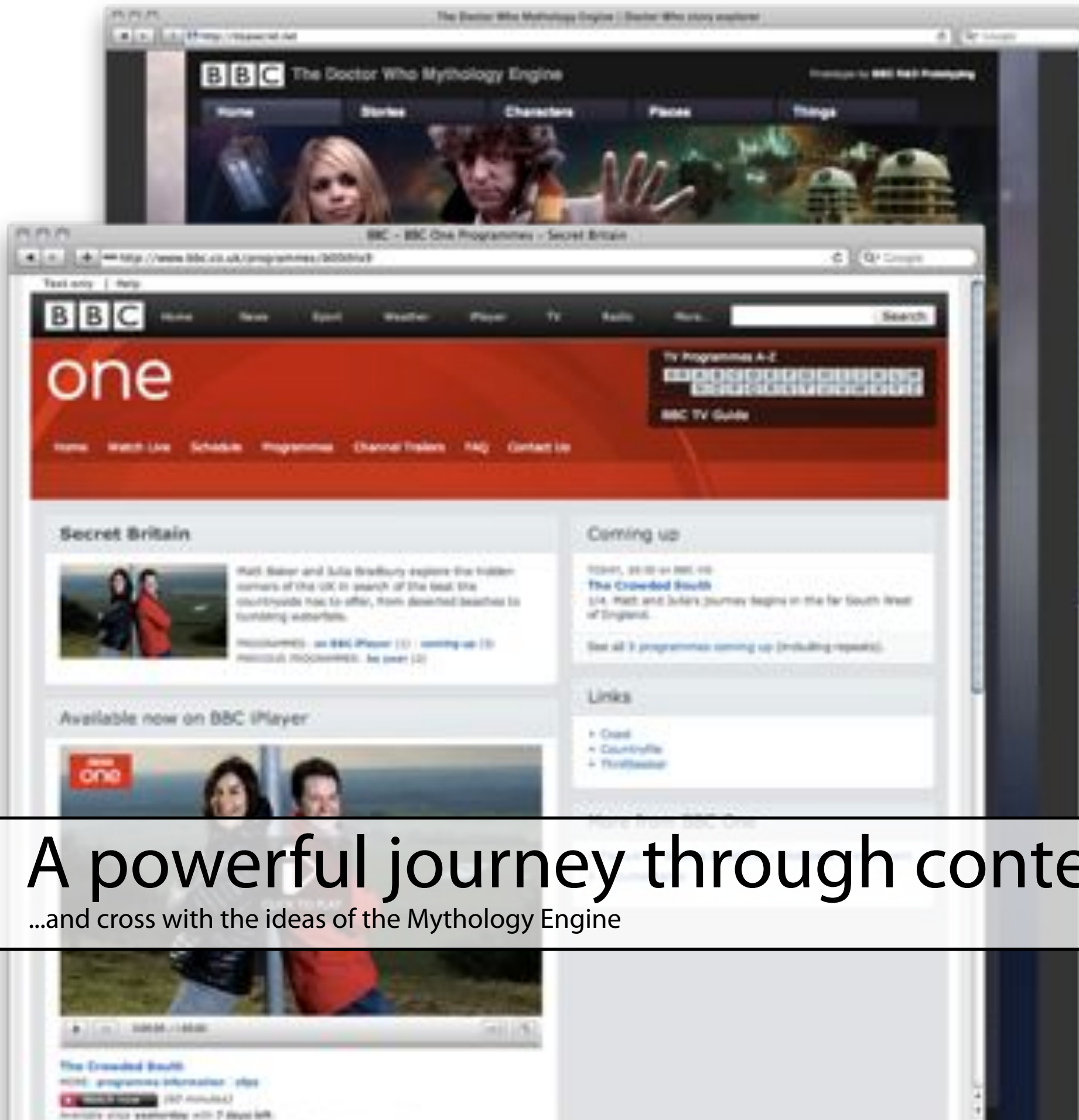




A powerful journey through content

Take the practice of /programmes...

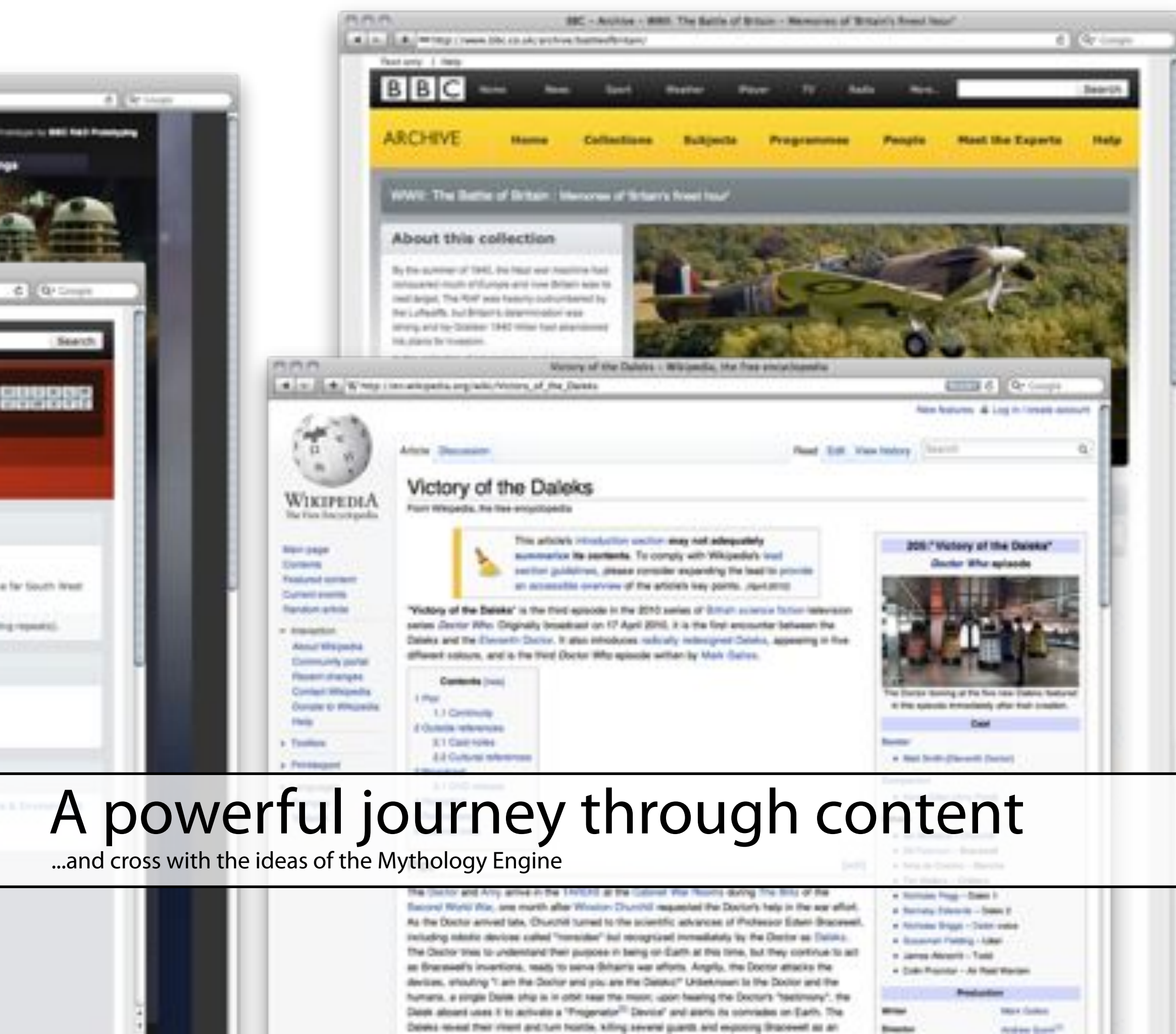
toby



A powerful journey through content

...and cross with the ideas of the Mythology Engine

toby



A powerful journey through content

...and cross with the ideas of the Mythology Engine

toby

A powerful journal
...and cross with the ideas of the Mythology E



5 Research Problem



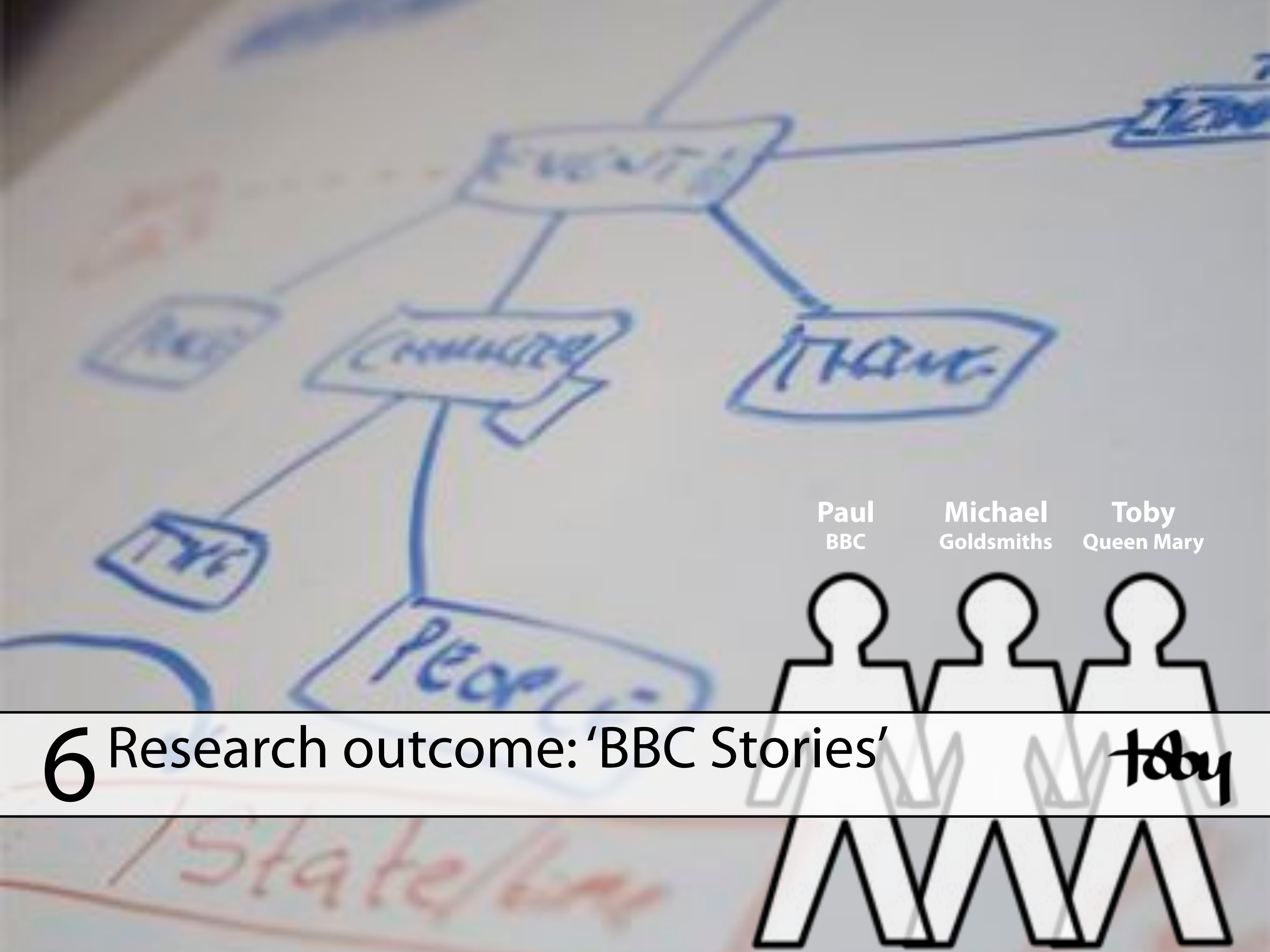
create a way of modelling content that

- 1. presents as **universal, minimal core** as possible*
- 2. is **extensible** as differing needs arise*
- 3. facilitates the BBC in its **editorial** role*
- 4. can be applied to **fact and fiction***
- 5. is based on **semantic web technologies** as implemented at the BBC*

Programmes need to be modelled

This is the key to the call to action





Paul
BBC

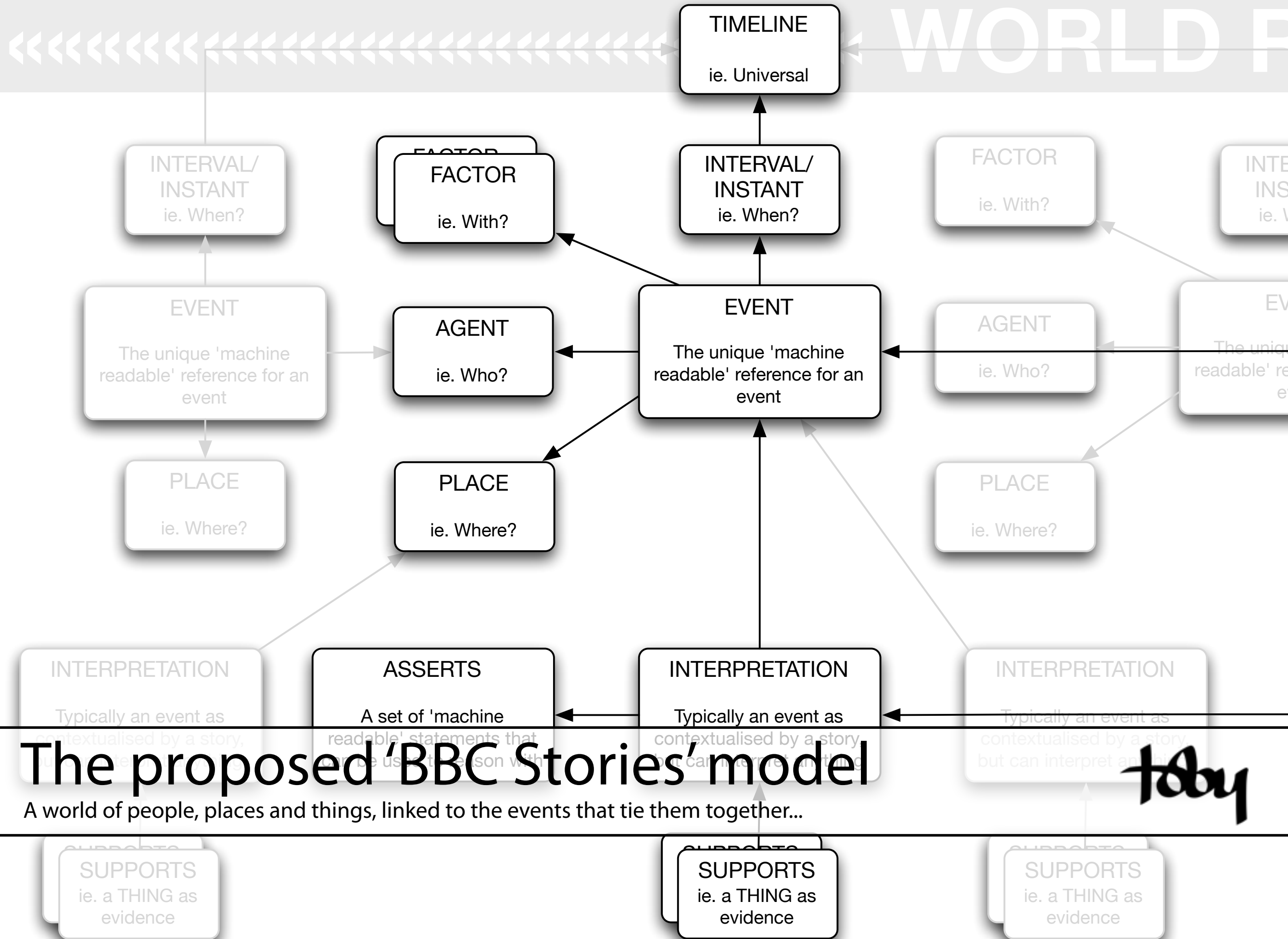
Michael
Goldsmiths

Toby
Queen Mary

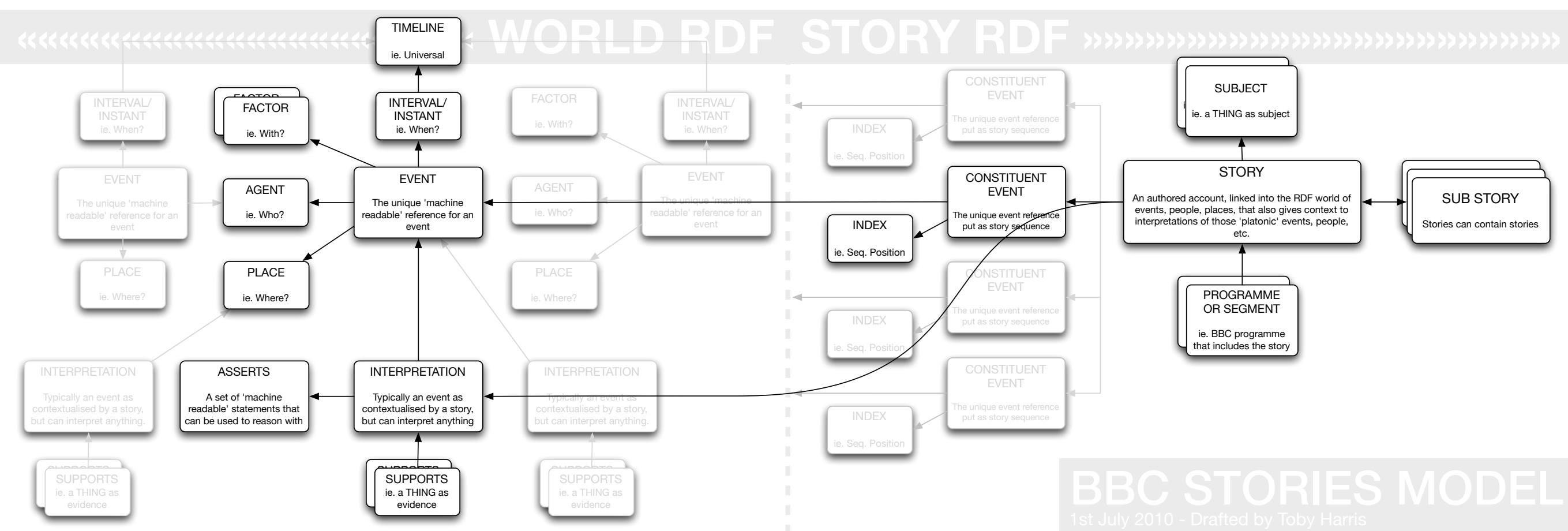
6 Research outcome: 'BBC Stories'

toby





**to buy**



The proposed 'BBC Stories' model

This would be the glue that joins the BBC's media together - Programmes, clips, research, archives

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7 Research outcome: DW-S4E1 in RDF

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STORIES

CANONICAL STORY

:canonicalStory a stories:story;
 stories:constituent_event [stories:constituent_event_position "1"^^xsd:integer; stories:event event01.];
 stories:constituent_event [stories:constituent_event_position "2"^^xsd:integer; stories:event event02.];
 stories:constituent_event [stories:constituent_event_position "3"^^xsd:integer; stories:event event03.];
 stories:constituent_event [stories:constituent_event_position "4"^^xsd:integer; stories:event event04.];
 # [etc....]
 stories:contextualises :programmeProduction;
 stories:contextualises :scriptScene01;
 stories:contextualises :scriptScene02;
 stories:contextualises :scriptScene03;
 stories:contextualises :scriptScene04;
 stories:contextualises :scriptScene05;
 # [etc....]
 .

MEDIA REPRESENTATIONS

:canonicalProgramme a programmes:programme;
 programmes:pid "b009w049";
 stories:tells :canonicalStory.

:cast {
 whoc:doctor portrayal:actor whop:david_tennant.
 whoc:donna_noble portrayal:actor whop:catherine_tate.
 # [etc.....]
}

:crew {
 # writer
 # [etc.....]
}

:programmeProduction a stories:interpretation;
 rdfs:label "Production info for the TV programme: writer, cast, etc.";
 stories:interprets canonicalProgramme;
 stories:asserts :cast;
 stories:asserts :crew;
 stories:source <<http://www.imdb.com/title/tt1159991/>>.

:script a foaf:Document;
 foaf:primaryTopic :canonicalProgramme;
 foaf:page <<http://www.thewriterstale.com/scr.html>>;
 rdf:resource <<http://www.thewriterstale.com/pdfs/Doctor%20Who%204%20Ep.1%20-%20Shooting%20Script%20-%20Yellow%20-%206.10.07.pdf>>;
 stories:tells :canonicalStory;

HIGH-LEVEL EVENTS
Think DVD-Chapters

:adipose_industries_exposition a event:Event

stories:constituent_event [stories:constituent_event_position "1"^^xsd:integer; stories:event event01.];
 # [etc....]
 stories:contextualises :programmeProduction;
 stories:contextualises :scriptScene01;
 stories:contextualises :scriptScene02;
 stories:contextualises :scriptScene03;
 stories:contextualises :scriptScene04;
 stories:contextualises :scriptScene05;
 # [etc....]
 .

:canonicalProgramme a programmes:programme;
 programmes:pid "b009w049";
 stories:tells :canonicalStory.

:cast {
 whoc:doctor portrayal:actor whop:david_tennant.
 whoc:donna_noble portrayal:actor whop:catherine_tate.
 # [etc.....]
}

:crew {
 # writer
 # [etc.....]
}

:script a foaf:Document;
 foaf:primaryTopic :canonicalProgramme;
 foaf:page <<http://www.thewriterstale.com/scr.html>>;
 rdf:resource <<http://www.thewriterstale.com/pdfs/Doctor%20Who%204%20Ep.1%20-%20Shooting%20Script%20-%20Yellow%20-%206.10.07.pdf>>;
 stories:tells :canonicalStory;

:scriptScene01 a stories:Interpretation;
 rdfs:label "Script - Scene 1";
 rdfs:comment "OMITTED";
 rdfs:resource <path/to/encodedscript/#scene1>;
 stories:source :script.

:scriptScene02 a stories:Interpretation;
 rdfs:label "Script - Scene 2";
 rdfs:comment "DONNA steps out of her front door. Smart, head held high";
 rdfs:resource <path/to/encodedscript/#scene2>;
 stories:interprets :building_entry;
 stories:retracts :donna_in_noble_house;
 stories:source :script.

:scriptScene03 a stories:Interpretation;
 rdfs:label "Script - Scene 3";
 rdfs:comment "THE DOCTOR steps out of the TARDIS. Sets off. On a mission";
 rdfs:resource <path/to/encodedscript/#sceneX>;
 stories:interprets :building_entry;
 stories:source :script.

:parthenogenesis a event:Event
 rdfs:label "Donna visits Stacey, an Adipose Industries Customer. Something dramatic happens to Stacey";

stories:constituent_event [stories:constituent_event_position "3"^^xsd:integer; stories:event event03.];
 # [etc....]
 stories:contextualises :programmeProduction;
 stories:contextualises :scriptScene01;
 stories:contextualises :scriptScene02;
 stories:contextualises :scriptScene03;
 stories:contextualises :scriptScene04;
 stories:contextualises :scriptScene05;
 # [etc....]
 .

Scene 14
:cubicles a event:Event;
 rdfs:label "Doctor and Donna indepedently access Adipose Industries cubicles";
 event:agent :craig;
 event:agent :claire;
 event:agent :salespeople;
 event:agent whoc:donna_noble;
 event:agent whoc:doctor;
 event:place :adipose_industries_sales_cubicles;
 event:factor whoi:psychic_paper.

[etc.....]

INTERPRETATIONS FROM SCRIPT

Think a full marked-up transmogrification of programme's script into our s
Each interpretation is a scene, and breaks down the "this event has agen
Note that there may be many script scenes for each 'plot level event', or v
assertions and the script excerpt they correspond to).

:scriptScene01 a stories:Interpretation;
 rdfs:label "Script - Scene 1";
 rdfs:comment "OMITTED";
 rdfs:resource <path/to/encodedscript/#scene1>;
 stories:source :script.

:donna_in_noble_house { whoc:donna_noble geonames:locatedIn whol:noble_

 rdfs:label "Script - Scene 2";
 rdfs:comment "DONNA steps out of her front door. Smart, head held high";
 rdfs:resource <path/to/encodedscript/#scene2>;
 stories:interprets :building_entry;
 stories:retracts :donna_in_noble_house;
 stories:source :script.

:scriptScene03 a stories:Interpretation;
 rdfs:label "Script - Scene 3";
 rdfs:comment "THE DOCTOR steps out of the TARDIS. Sets off. On a mission";
 rdfs:resource <path/to/encodedscript/#sceneX>;
 stories:interprets :building_entry;
 stories:source :script.

:parthenogenesis a event:Event
 rdfs:label "Donna visits Stacey, an Adipose Industries Customer. Something dramatic happens to Stacey";

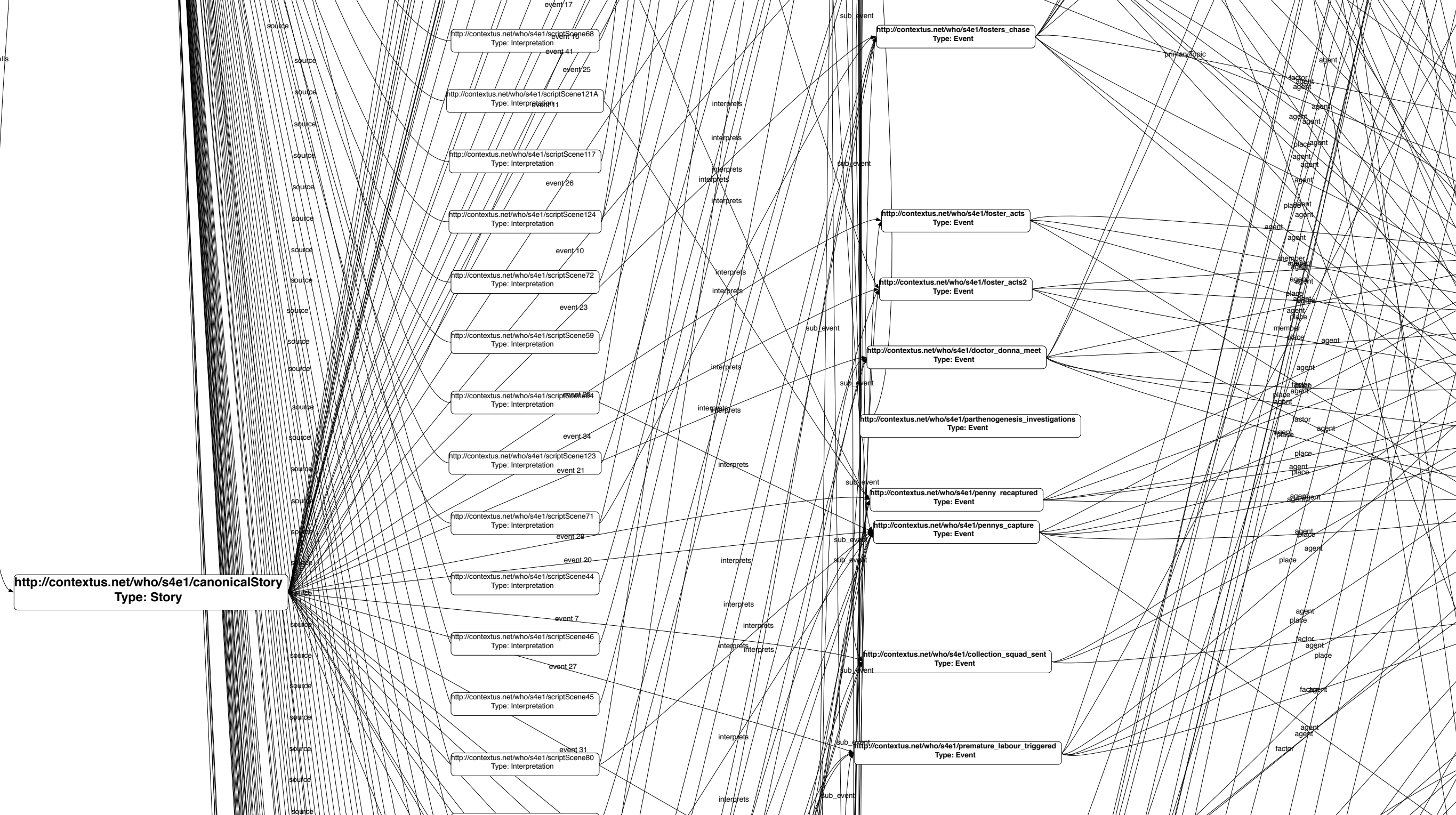
1645 RDF triples

2 stories, 7 high-level events, 47 plot-level events, 128 script scene interpretations...



8 Research outcome: visualisation tests

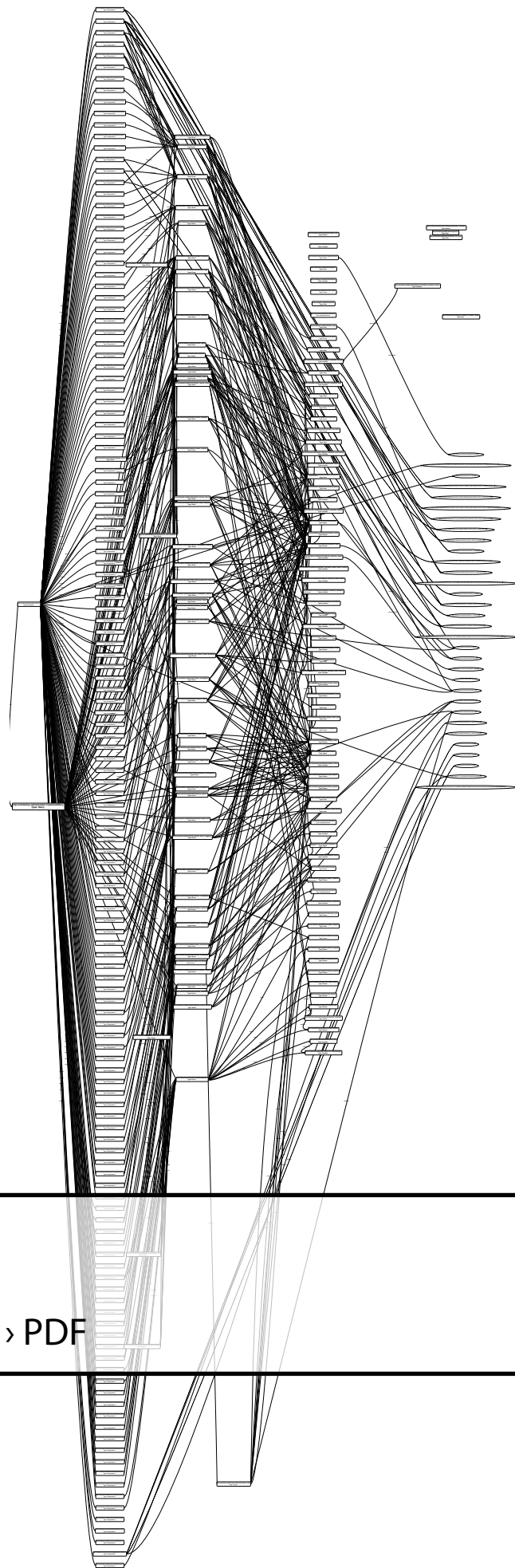
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Diagram

BBC Stories RDF › graphviz .dot › Omni Graffle › PDF

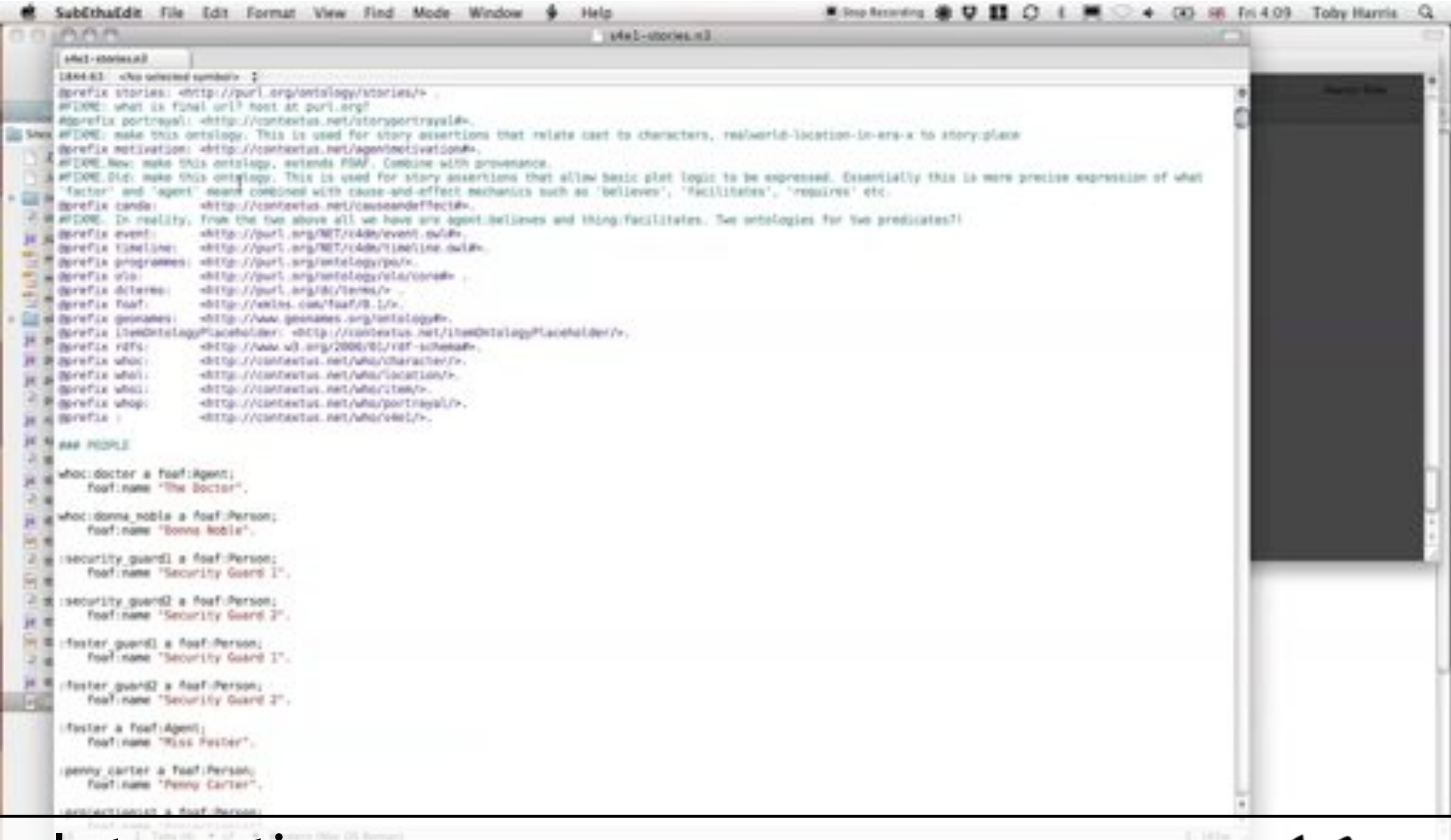




Diagram

BBC Stories RDF › graphviz .dot › Omni Graffle › PDF





Interactive

RDF › triplestore › SPARQL interface › HTML5 canvas element visualisation

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9 Research work: possible futures

Walking through a spectrum of possibilities



[illegible]

A content continuum

Lets frame our thinking about what we could use this for in terms of content assets



>>>>>>>>>>>>>>>>>>> repurposing existing content >>>>>>>>>>>>>>>>>>>

A content continuum

Lets frame our thinking about what we could use this for in terms of content assets



»»»»»»»»»»»»»»»»»»»» creating new content

A content continuum

Lets frame our thinking about what we could use this for in terms of content assets

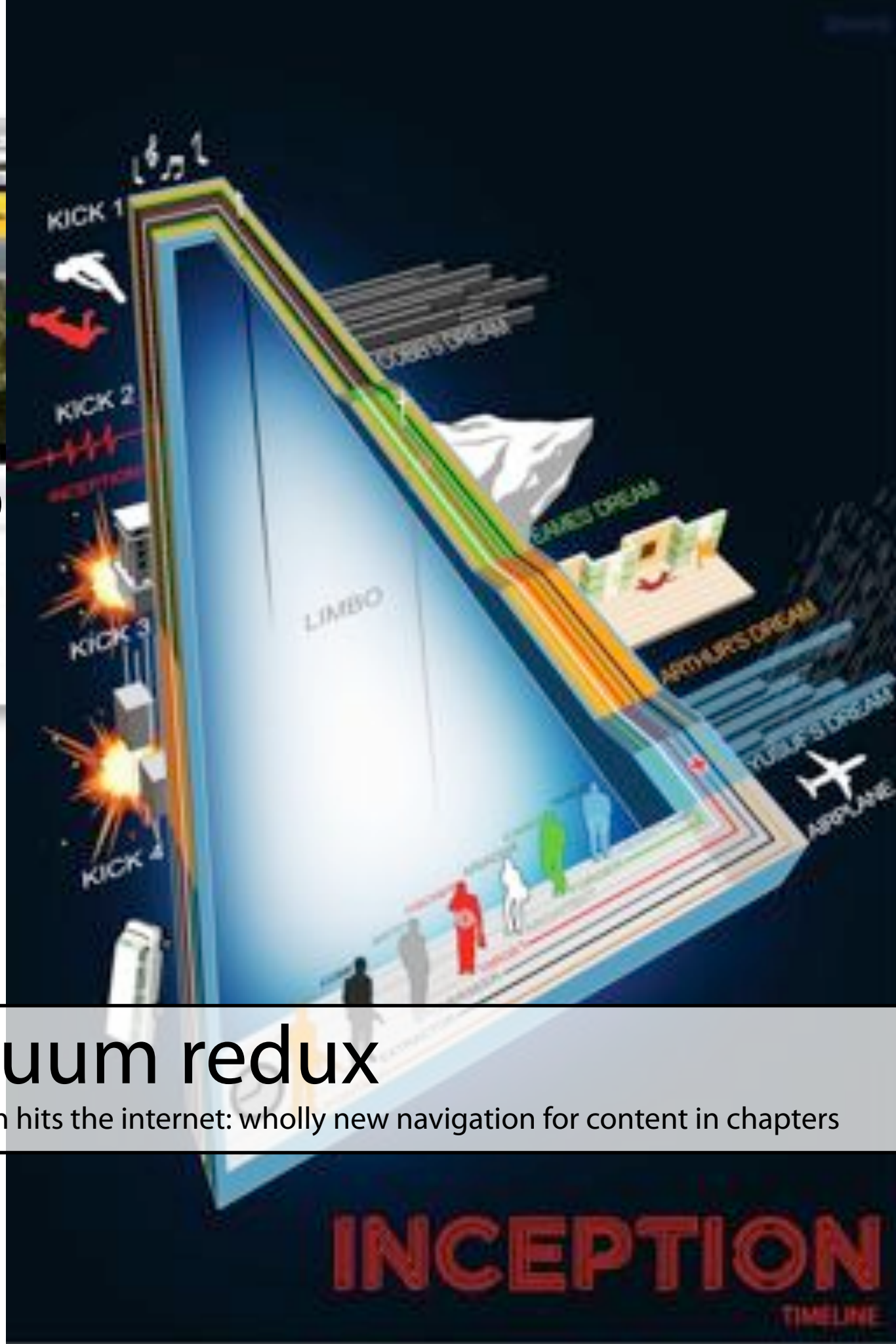


[illegible]

A content continuum redux

For example...

tbody



A content continuum redux

Making a splash when your linear production hits the internet: wholly new navigation for content in chapters

tbody



A content continuum redux

Prison Valley: A "Web Documentary" that expands an hour long film. Its already out there. Its great.

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A content continuum redux

Volumique: a 'reinventing the book' project that has firmly hit that tipping point into the unknown

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BCC

Over to you

toby