EMEX: Interactive format short concept

-> 1-2 A4 pages pitch per concept (15.4.)

TITLE - short and intriguing

AUDIENCE - short description of the target audience

AUDIENCE NEEDS

LENGTH and SCOPE

GENRE

SIMILAR FORMATS

BRIEF SYNOPSIS

-> Logline: short interesting sentence that makes the reader wonder

-> what is it about?

-> what is the concept’s main motor, the element that creates constant interest and conflict?

-> USP: Uniqueness, how is your concept different than the existing ones?

-> interactive elements and technology

 functionality

suitability for the target audience

 Usability

Viability -> is it possible to use this technology now

CREATOR/TEAM NAME & CONTACT INFORMATION