

# R/O

**Institute for the  
next gen storytellers.**

**Press release – for immediate distribution.**

## **R/O { 'ero }**

**AN INSTITUTE WHERE TOMORROW'S  
ENTERTAINMENT FRANCHISES COME TO  
LIFE**

We stand at the dawn of a new narrative era. Those formerly known as an audience have left the single screen for a multi-platform odyssey and digital has turned viewers into users and tech savvy explorers. Films, TV series, gaming, mobile apps, graphic novels, virtual reality, mixed reality (...) are pushing the boundaries of vast story worlds ruled by tomorrow's creators and the next generation of heroes.

**R/O { 'ero }, initiated by François Pernot, Média-Participations group, is an institute that fosters the creation of original content and the acceleration of transmedia projects built around tomorrow's heroes and rich intellectual properties. It is a 6 to 9 months immersive training that aims at tuning strong narrative projects for today's convergent market. On top of solidifying their story architecture and building their cross-platforms storytelling, the talents are offered numerous networking opportunities and business deals ranging from development grants to post-pro-**

duction services and publishing hooks. Talents are also welcome to experiment in a state-of-the art lab, the R/O sandbox, fully equipped with the latest tech and dedicated developers that are available for the talents to try out new forms of storytelling and prototype their creative ideas.

The R/O institute is not a school. It takes the form of a conference cycle, specialized coaching, pitching sessions and regular workshops that are organized in English for international participants. The methodology is project centered and driven by measurable achievements. Thanks to gamified analytics and an interactive evaluation app, talents will be stimulated to reach objectives and improve their skills. **Around 25 skills that are essential to any narrative IPs are taken into consideration across the whole duration of the training such as #charactersopacity, #IP iconography, #raconteur, #socialcurrency, #environment, #mythology #revenuestreams...** Improving each of those skills will level the project up to global market standards. The R/O training aims at tweaking the complete spectrum of the project from the essence of storytelling to the marketing strategy and the architecture of a case-by-case revenue model.

Between 50 and 80 international experts, from creators and image professionals to behavioral scientists, but also orchestra conductors, astrophysicists or media trendsetters, will meet with the talents in order to work on their skills. Talents are encouraged to collaborate with other teams, R/O's partners and guest projects.

**Following a pre-selection phase and a 3-month bootcamp open to about 40 projects, 10 finalist teams of talents will be physically welcomed to the facilities of the R/O institute to start enhancing their project.**

Applications are now open for the free R/O bootcamp that starts in **October 2016**. Projects admitted to the R/O bootcamp are the only ones that can apply to the R/O institute later on. Applications to the R/O institute will run from October to December 2016. The R/O institute is **limited to a shortlist of 10 projects and it will open its doors in January 2017**.

**More Information:** [www.ro.institute](http://www.ro.institute)

R/O is located in Belgium (Wallonia) as part of an inspiring compound of creative businesses and leading entertainment companies. Talents are accommodated on site and have access to the latest technologies through a creative sandbox open 24/7. The facilities are strategically articulated around a train station and an international airport.

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