

Research Technique Assignment

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My emerging research is going to focus on the transmedia trend at the aspects of media entertainment.

The study is going to focus on the merging trend of a transmedia storytelling especially taking place in the entertainment industry. And as well how leadership management can engage in this strategic trend.

In order to convey this trend and the huge impact it is now influence in the industry, the study is going to use at least two case studies and analysis their statistics at the same time.

The study will reference definitions of different articles and books, for instance, the definition of transmedia storytelling is a reference from a Marc Steinberg's book public in 2012 as the author states: *Transmedia storytelling is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies.*¹

The study will also use case study as the most important research methods. The first case study is going to focus on a film production: The impact of X-men transmedia on Hollywood. As an earliest film production using transmedia storytelling, the X-men

¹ Marc Steinberg, (2012) *Anime's Media Mix: Franchising Toys and Characters in Japan*, U of Minnesota Press

case study shows impacts this phenomenon may create, and will reference from a pervious thesis of the case: *This thesis investigates the effects of transmedia storytelling on Hollywood franchises through a case study of the four X-Men films and the comic book series The Uncanny X-Men. This thesis shows how the adaptive process that transforms the character of Magneto from morally ambiguous comic book anti-hero to a more streamlined movie supervillain is illustrative of the two-edged approach of transmedia theory. It elucidates why transmedia franchises are economically and artistically advantageous, while concurrently having the potential to dilute narrative and thematic complexity. This analysis concludes that transmedia narratives can enrich popular culture, but also risk falling into the traps of formulaic storytelling, which could detrimentally affect artistic production.*²

² Wucher Joshua, (2012) The building of the X-men transmedia franchise and how expansive storytelling is affecting Hollywood.

To make sure the study shows evidences of how this new trends made impact not only for the brand (the X-men) itself but as well the entertainment industry, the study is going to cover the outcome of the transmedia production statistics.

| Title | Studio | Gross/ | Theaters | Opening/ | Theaters | Date |
|-----------------------------------|--------|---------------|----------|---------------|----------|---------|
| X-men: The last Stand | Fox | \$234,362,462 | 3,714 | \$102,750,665 | 3,690 | 5/26/06 |
| X-men: Days of future Past | Fox | \$233,921,534 | 4,001 | \$90,823,660 | 3,996 | 5/23/14 |
| X2: X-men United | Fox | \$214,949,694 | 3,749 | \$85,558,731 | 3,741 | 5/2/03 |
| X-men Origins: Wolverine | Fox | \$179,883,157 | 4,102 | \$85,058,003 | 4,099 | 5/1/09 |
| X-men | Fox | \$157,299,717 | 3,112 | \$54,471,475 | 3,025 | 7/14/00 |
| X-men: First class | Fox | \$146,408,305 | 3,692 | \$55,101,604 | 3,641 | 6/3/11 |
| The Wolverine | Fox | \$132,556,852 | 3,924 | \$53,113,752 | 3,924 | 7/26/13 |

Total: \$75,268,270³

The study will keep analysis through not only the box of office of the film sires, but as well the profits had been made through a transmedia production as a whole.

³ Box office Mojo of "X-men" series film productions (2014)
<http://boxofficemojo.com/franchises/chart/?id=xmen.htm>

In this case while going through the process of case study methods, the process may contain statistic analysis as well.

The study will also cover through a going on entertainment brand transmedia in China I was involved in. All the transmedia production is created from an original book and it is now developing into films, TV shows and theme park. Since I was involved in the project, I have all the data base collected is able to analysis easily from those data.