

360in360 Transmedia Storytelling

A Day in the Life

Prologue

360in360 Transmedia Storytelling is Born

Thursday February 2nd 2017 – the day 360in360 Transmedia Storytelling was born at Milton Keynes Central station. An extraordinary, ordinary day that could change my life. A day that could change the world. We live in a world in which our ideas and actions can impact people we have never met and never will meet. People thousands of miles away. I sometimes wonder if anyone else thinks like me, feels the way I do. There are certain days in my life that I can instantly recall and feel again what I felt then.

I remember now the day I reached an agreement to set up the National Presentation Network in partnership with the High-Street Print and Copy Franchise Organisation, Prontaprint. Soon after I had sealed the agreement with the Directors of Prontaprint in Darlington and set off home to rural Leicestershire, I can picture myself sitting in my car in a lay-by on the A1 crying my eyes out thinking how proud my dad would have been. I remember again the fateful day when I got an early morning call from Boston Pilgrim Hospital to tell me my dad had died and having to phone my mum to break the news.

February 2nd 2017 will be one of those memorable days when moments in time are etched into my mind but the difference between all those other days and Thursday February 2nd 2017 will be that I will now be able to not only relive some of the sights and sounds of this day in my mind, but I will also be able to see and hear what I saw and heard on that day and even stop time and look around to see what I did not see on that day.

Some years ago, I remember hearing about PechaKucha 20 x 20, a presentation format like an elevator pitch. 20 slides in 20 seconds to tell your story. I know now (because I just used Google to search for it) that it was devised in Tokyo in 2003.

The PechaKucha web site says “PechaKucha Night, now in over 900 cities, was devised in Tokyo in February 2003 as an event for young designers to meet, network, and show their work in public”

It is described as the Art of Concise Presentations. I wonder if, many years from now, someone like me will Google “360in360 Transmedia Storytelling” and learn that it was born in Milton Keynes on a grey February at Milton Keynes Central Station.

As I type these words, I can picture myself with my Ricoh Theta S camera and Manfrotto extensible stick, standing in the station concourse recording in 360 video the start of this extraordinary, ordinary day. As I was recording my introduction to the day, I remembered the film “Being John Malkovitch” in which he was able to experience what it was like to be another person. This day I will be creating a 360 second extract of what it is like to be David Wortley doing ordinary things that I and thousands of other people have done every day but providing a totally new way to experience the story.

The difference between 360in360 Transmedia Storytelling and watching a video is like the difference between being the driver of a car focused on reaching a destination and a walker able to stop and look around to see and hear things the driver of the car would miss.

In this narrative, I will not only be sharing my day and providing the tools to empower the reader to experience even more than I was able to register but also recalling my feelings and motivations at each stage of my journey.

Let the Day Begin.....

A Day in the Life Part One

Milton Keynes Central Station to London Euston Station

This very first 360in360 transmedia story begins at Milton Keynes Central Station early on the morning on February 2nd. It is a grey, misty and chilly day, still dark when I park my car near the station. I am excited at exploring the idea of 360in360 transmedia storytelling and am about to make my very first 360in360 transmedia story using a Theta S 360 camera and an extending “selfie stick” device that I can use to get aerial shots of my day.

I have booked my seat on the 07:13 Virgin Train service to Euston. I stand in the concourse of Milton Keynes Central station and start recording my first 360 video clip. My plan is to create a series of short 360 video clips of around 10 seconds each so that I can compile enough content to create a 360 second video of the day. I calculate that I will need at least 36 clips to make the video – it seems a lot.

I look around the station and notice people watching me. I try to ignore it and, with my camera attached to an extensible stick, I try to get some aerial shots of the station to capture the atmosphere. People are looking at me as I use my smartphone to control the recording. The way the Theta S camera works means that I can get a preview of any still pictures but recording video does not give a preview, just a black screen. I wonder if the results will be good enough as I join the queue to collect my pre-booked ticket for the 07:13 Virgin train to Euston.

The previous week, I had booked a ticket on the same train to go to the BETT show at the London Excel arena and had arrived late at the station, missed the 07:13 Virgin train and had to catch the 07:18 London Midland train to Euston. The London Midland train had been standing room only and, during the journey, the train manager had apologised to all the passengers for the cramped conditions which had, at least in part, been caused by a landslide near Watford Junction two months earlier in December. This landslide had damaged 2 carriages and reduced the London Midland franchise’s rolling stock. Somewhat perversely, when I used the Trainline web site to book today’s train, I noticed that the cheapest ticket to London was on the same 07:18 London Midland train. This seemed strange to me since it was encouraging even more passengers to book a train which London Midland knew had reduced capacity, bringing even more misery to the regular users of that service.

I get my ticket and make my way to Platform Four for the 07:13. I set my camera up for a short clip on the platform whilst I am waiting for the train and am approached by a station official who asks me what I am doing. I explain that I am recording a day in my life and he accepts my words so I carry on recording as the Caledonian Night Sleeper roars through the station.

The platform is very crowded. I have a seat booked on coach C but a station announcement tells me there are no reservations on this train. I find myself standing between two coach doors which means that I am one of the last ones to board Coach C. By the time I get on the train, all seats are taken and I make my way to the Buffet Car so that I can at least get a coffee whilst I am standing for the 35 minutes it takes to get to Euston. The lady serving me has a strong Liverpool accent, as does the train manager who comes into the buffet car and says in a loud voice "If it was me standing on this train, I might go and sit in First Class. The train manager might not be able to check the tickets today."

I record a short clip and a still picture and the buffet car lady behind me asks me if I have taken a picture of her. "I won't have my picture taken" she says "I won't even let my husband take a picture of me." I apologise to her and promise that I won't include any pictures of her. It is not enough and so I show her the still image transferred to my phone as she insists I delete it. She is very pleasant and we have a good conversation about Liverpool where I spent a few months in 1967 on a workshop practices course at Bootle Tech. I tell her that my first night in Liverpool was spent at a Bed and Breakfast in Penny Lane. She tells me she is from West Derby in Liverpool and then closes the shutters on the food cabinets. She tells me she is just going for a walk and I realise that she wants to give me a chance to record a video clip without her being in shot. I record another clip and she comes back behind the counter.

We arrive at Euston a few minutes ahead of time and I record a couple more video clips whilst I walk through the barriers onto the station concourse. I decide to indulge myself with a big breakfast at one of the cafes on the Mezzanine level at Euston where there is also a very good view of the station concourse. I get my big breakfast and record another clip with the idea that I can use the capabilities of 360 video to capture both the station concourse and myself with a big breakfast in front of me. I discover later, when I come to edit the video, that I can add graphics and create an animated arrow pointing to my meal, hopefully encouraging viewers to pause the video and look round.

Tip – watch the video on a smartphone or VR Glasses for the best experience

Video of Part One <https://www.youtube.com/watch?v=HuSrGQwZBmQ&t=4s>

A Day in the Life Part Two

St Pancras International Station to Hyde Park Corner

I leave Euston station for the next leg of my journey to the Learning Technologies Show at Kensington Olympia. Some four years ago, before I started using wearable technologies to gamify my own health, I would have taken the Northern Line underground "tube train" from Euston to Leicester Square and then the Piccadilly Line to Earls Court, changing there for a District Line train to Kensington Olympia. Now, after setting myself a daily target of 10,000 steps to walk (which I normally do every morning in the rural setting of Northamptonshire), I want to choose a route that will give me a chance to walk at least a good proportion of this target. If I walked from Euston station to Olympia, I would have just achieved my daily target but on this day, in the drizzle and with several main roads to cross between Euston and Olympia, I decide to walk to St Pancras International station and catch the tube to Hyde Park Corner from where I can walk to Olympia via Knightsbridge and South Kensington.

St Pancras Station is a beautiful, iconic building, wonderfully transformed to act as the hub of the Eurostar train to Paris and Brussels. It presents me with a chance to capture some more video of the atmosphere inside St Pancras International. As I stand on the upper level beside one of the new statues and a waiting Eurostar train, memories of a past Eurostar journey flood unbidden into my mind. This trip on Eurostar back from Brussels was, by sheer luck, the very last Eurostar train into the old terminus at Waterloo station. That trip to Brussels had been memorable for other reasons. There had been a strike in Europe which caused the train to terminate at Lille, leaving me with little option but to catch a taxi to Brussels, costing over 100 euros. I was attending a conference with Oliver Goh with whom I was collaborating on smart cities.

Because of the disruption to my planned journey, I arrived late at my hotel in Brussels. When I opened the door to my room, I found an unmade bed, wet towels on the floor and newspapers overflowing out of a waste paper bin. I went back down to reception to complain and was given a key to another room. When I opened the door of this room, there was a sight which will haunt me for the rest of my life. There was a semi-naked man lying face down on the bed wearing only black underpants. As I opened the door, he turned his head and smiled at me. I slammed the door and stormed back down to reception, demanding that the receptionist go with me to a clean unoccupied room. The outcome was that I got a far better room than I paid for but at the terrible price of having that man's smile continue to haunt me to this day.

Travelling back on Eurostar to Waterloo after that conference, I found myself in the buffet car where, to my great surprise and delight, every table was laid out with full glasses of champagne – free to travellers as a celebration of this last Eurostar trip into Waterloo station. I might have expected the buffet car to be overflowing with passengers but I found myself in the company of a small group of retired railway workers who had booked this specific train to be part of history. All the way back to Brussels I was entertained by this group of friends with stories of the old days of steam trains and, unsurprisingly, by the time we all got to Waterloo, we were suffering the effects of alcohol and almost fell out of the train when it finally stopped at the platform. There to greet us on the platform was a brass band commissioned to welcome the train with some stirring music.

With this memory of Eurostar still revived in my memory, I took some more video clips on the London underground at St Pancras and during the journey to Hyde Park Corner. As a child, I had been very fortunate that my grandfather was a railway man who got family concession tickets that he took advantage of to take me and Grandma on trips around the UK. My oldest memory of one of these trips was when we went to Billy Smarts Circus at Harringay one night, travelling by steam train from Boston in Lincolnshire to London Kings Cross. On that trip, I can remember travelling down one of the old wooden escalators at Kings Cross Tube Station and seeing a man lying under a blanket, surrounded by people. My Grandparents tried to keep me from seeing this injured man but they only succeeded in burning the image of that incident into my memory. I can remember nothing of the circus that night but have vivid recollections of the escalator and the injured man under a blanket.

Playing back the video clips of the tube journey whilst I was editing it, it seemed to capture the atmosphere of a rush hour tube train and the expressionless, conversation-less passengers going about their lives and glued to their smartphones and tablets.

Tip – watch the video on a smartphone or VR Glasses for the best experience

Video of Part Two <https://www.youtube.com/watch?v=UXI7Z-z6lmg&t=2s>

A Day in the Life Part Three

Hyde Park Corner to Olympia

Part 3 of my Day in the Life story begins at Hyde Park Corner Station where I get off the tube from St Pancras station via the Piccadilly Line. I chose this station so that I could use the walk to Olympia as part of my daily target of 10,000 steps and also because you can see so much more when you are walking and can look around.

My first video clip is taken immediately outside Hyde Park Tube Station. There is a misty drizzle in the air as I start recording. I notice that my smartphone is showing that the battery level on my Theta S camera is quite low. I curse myself for not bringing a charging cable for the camera and wonder if I will have enough battery left to finish recording the day. As I walk towards Knightsbridge, my attention turns to finding a way to charge my camera and smartphone if necessary. I begin to hope that I might find a friend who can lend me a charger at the Learning Technologies Show.

My first stop on this next leg is at Knightsbridge where the road splits between Brompton Road leading to Harrods and the fabulous range of museums on Cromwell Road and Knightsbridge leading to the Royal Albert Hall and Kensington High Street. I choose this junction to record my next clips and give sight of some of the most famous retail landmarks in London, including Harrods, Burberry and Harvey Nicholls Department stores. It is beginning to rain now very slightly and I discover during editing that I can actually add a rain special effect to my 360 video to make it look as if it is raining more heavily than it actually is.

I move on down Knightsbridge to the Royal Albert Hall which I see is having some renovation work done. The posters outside advertise the Cirque du Soleil show. My memory turns to my last recollection of the Royal Albert Hall when I went to see a Rock show featuring the band Deep Purple, one of my favourite groups from my days at Birmingham University where I formed “The Progressive, Underground and Rock Society” and got the Radio DJ John Peel to be its Honorary President. Sadly, both John Peel and Deep Purple’s Jon Lord have both passed on from this life but their musical legacy will live long after their deaths.

Coming to edit the video clip of the Albert Hall, I realise that, although the Theta S camera films in 360 degrees, for this clip I had the camera pointing the wrong way so that the default image was not what I intended (the Albert Hall behind me), but the other memorial opposite me. I use the opportunity to turn this mistake into a quiz.

By the time I get to the start of Kensington High Street, I have come up with an alternative solution to the camera battery problem and realise that if I can find a photographic or technology retailer, I can solve the problem by buying a rechargeable power pack. I am in luck!! I spot a Maplins store on the other side of the road and ask the assistant where the mini USB cables for cameras are. He directs me to the right area and I choose a half metre USB mini adapter cable and then ask if they have pre-charged power packs. He finds a pre-charged Kodak power pack with 2 USB ports and I go to checkout where the assistant adds to my self-satisfaction at finding a solution by telling me that the Kodak power pack already includes a mini USB cable, saving me about £10. Good Result!!

Soon I arrive at my destination, Kensington Olympia where, because I had pre-ordered my badge, I was directed past the Kensington Olympia Tube Station and around the corner to the Olympia West Entrance where I join a long queue to the kiosks set up to print delegate badges. I wonder to myself why I, and many others, were directed round this way when it would have been much quicker to have walked along the front of Olympia.

Tip – watch the video on a smartphone or VR Glasses for the best experience
Video of Part Three <https://www.youtube.com/watch?v=VQY8T5ZHH-0&t=25s>

A Day in the Life Part Four

Learning Technologies Show 2017 at Olympia

Part Four of my Day in the Life Story picks up from when I enter the Learning Technologies Show and it covers some of the atmosphere and exhibitors at the show. I have been going to the Learning Technologies Show for many years and have seen quite a few changes in both the technologies used for Learning and the Exhibitors showcasing these technologies. I have presented at this show in previous years, including a year when I was the Director of the Serious Games Institute (SGI) and we had a stand at the exhibition. That year, I made a presentation on the SGI's innovative uses of technology and, shortly after my pitch, I was visited on the SGI stand by a representative of Richmond Corporate Events, a company specialising in corporate cruises. My first reaction was a suspicion that she was trying to sell me something and it took a while before I realised that I was being invited to speak on one of their corporate cruises to the Channel Islands, all expenses paid.

I agreed to her offer, not really sure of what to expect, and although I had to find my way down to Southampton to join the cruise, I discovered that I had a luxury outside cabin and daily organised meals in which I, and other invited presenters, were mixed with corporate executives interested in networking to develop their businesses as either buyers or sellers of services. I learnt later that the corporate executives paid up to £10,000 to join this 3-day cruise. The first night of the cruise, before we set sail, there was a keynote presentation from Sir Clive Woodward in the main auditorium of the ship. In this talk, Sir Clive described how the strategies he adopted in building the England rugby team to win the World Cup in 2003 could be used in business – a shared vision, good communication and attention to detail. He told us that the sequence that led to Jonny Wilkinson's last Gasp drop goal was something that the players had practiced and prepared for many times.

This 3-day cruise brought me together for one lunch with a fellow speaker who told the story of how he had turned his life around from being an overweight Yorkshire fire fighter who was heavily in debt to become a successful motivational speaker with an enviable lifestyle. He had left school with an ambition to join the fire service along with one of his school pals. Once he joined the fire service with his school mate, their lives took different paths. His friend was happily married, solvent, with his own home whilst my dining table storyteller companion had become fat and in debt.

One fateful day, his boss at the fire service called him into the office to say "You fat b"£\$%" – lose your weight or lose your job". Feeling very down and dejected, he went outside and saw a plane flying over with its vapour trails left etched in the sky and he imagined that his old school-friend and fire service pal was on that plane, going off to another holiday. It was that extraordinary, ordinary day that had transformed his life. He resolved to get fit, successfully completed the "Iron Man

Challenge”, running across the Sahara Desert, became a local celebrity, was spotted doing a talk at a children’s swimming club, invited to make the same talk at a corporate event and became a successful, well paid motivational speaker and writer.

The sad end to this story was that, some years later, just after I had sent out one of my monthly e-newsletters, I got a call from his partner to tell me that he had died of a brain haemorrhage, still a young man in his early forties.

As I went around the Learning Technologies Show, I was comparing this exhibition with the BETT Show that I had visited the week before. Both events are focused on technologies used for learning and education but where the BETT event at the Excel Arena focused on the schools and education market, the Olympia Learning Technologies event focused more on the corporate and business market. Inevitably, many of the technologies on display were the same although the BETT show had far more “maker” and “robotic” solutions aimed at encouraging creativity and an interest in STEM subjects in school age students. The Learning Technologies Show also had a lot more seminar and workshop sessions scattered throughout the exhibition area than I had noticed the week before at the BETT show.

I sought out exhibition stands either manned by people I knew or displaying solutions I am most interested in. I finished up recording interviews with Exhibitors from Adobe, Nitrospark and Gamification Nation before I succumbed to exhibition overload and recovered with a coffee break before recording some final video clips designed to capture the ambience and atmosphere of the show.

Tip – watch the video below on a smartphone or VR Glasses for the best experience

Video of Part Four https://www.youtube.com/watch?v=jBT_qH5DzOE&t=60s

A Day in the Life Part Five Earls Court to London West End

Part Five of my Day in the Life Story begins at Earls Court Tube Station where I walked to after leaving the Learning Technologies Show at Olympia. The tube journey from Earls Court began with a security alert as I walked onto the Piccadilly Line eastwards platform at Earls Court station, the first time that this has happened in my life. As I walked onto the platform, I half-heard the station announcer mention a test message which was followed soon afterwards with the request for all passengers to leave the station. Bearing in mind that the Piccadilly Line was a victim of a serious terrorist bomb attack a few years ago, there was a complete absence, not only of alarm or panic, but also of any apparent reaction to the announcement, as you will see from the video.

For this part of my day, I wanted to give a flavour of some of London’s landmarks and best known places and an insight into where I go to a “virtual office” when I am in London. I arrive safely at Piccadilly Circus to use the opportunity to get a 360 degree experience and an aerial perspective of Eros. Walking down Shaftesbury Avenue through Soho takes me to Chinatown. Along the way, I pass several of London’s theatres. As my hobby outside of work is theatre acting, I fantasise about what it must be like to appear in a production in London’s West End. I would be happy just to have a walk-on part in a production in a West End theatre and although the chances of that happening are very

remote, I am encouraged by the fact that I have already appeared in an opera at Leicester's De Montfort Hall, something even more unlikely, given the quality of my singing!!

I take a short diversion from Shaftesbury Avenue to bring in Chinatown. The very recent Chinese New Year celebrations mean that the decorations are still in place in the heart of this part of London. My memories of my very first crispy duck pancakes were born in one Chinatown's many Chinese Restaurants.

Crossing back over Shaftesbury Avenue, I walk along Greek Street to the L'Escargot Restaurant and my "virtual office" at the Upstairs Club. I became a member of this club through my involvement with a business networking organisation called "The Inner Circle". They organise business dinner networking events at top restaurants in London in order to provide opportunities for investors and entrepreneurs to have a fantastic meal together whilst watching a couple of pitches from start-ups seeking investment. This provides a win-win chance for both investors and start-ups to mingle and creates a chance for investors to offer feedback and advice to young businesses. The Upstairs Club at L'Escargot provides a great place for business meetings in an unusual and very artistic environment.

As is my frequent practice when I go to London, I cross Greek Street to have lunch at Pizza Express where I like to sit at a table by the window, giving me a power socket to charge my phone, a warm radiator and a good spot to watch the world go by. I choose a bruschetta starter from the menu. On a recent visit to this eating house, I discovered (by accident) that the Greek Street Pizza Express is next door to what used to be the famous "Marquee Club" where many of my favourite bands and artists performed in the 1960s and 1970s.

Tip – watch the video below on a smartphone or VR Glasses for the best experience

Video of Part Five <https://www.youtube.com/watch?v=3YP-cTCd2XI>

A Day in the Life Part Six Cambridge Circus to Westminster Bridge

The final part of my Day in the Life Story picks up at Cambridge Circus, just a short walk from the Pizza Express on Greek Street. Cambridge Circus is at the junction of Shaftesbury Avenue and Charing Cross Road and the theatre there is showing the new Harry Potter Stage Play with crowds outside queueing for tickets and taking "selfies". I walk down Charing Cross Road and recall the time I appeared in a play called "84 Charing Cross Road" at the Little Theatre in Leicester. The play, which was also made into a film starring one of my favourite actors, Anthony Hopkins, is based on a true story written by an American Writer based in New York called Helene Hanff. She was an avid collector of antique books which, in the 1950s, she could only get from a specialist book store at 84 Charing Cross Road, London. The store was managed by Frank Doel, an ordinary family man with a passionate, encyclopaedic knowledge of antique books and a rare devotion to customer service.

Frank Doel, played by Anthony Hopkins, manages to find all the books she asks for in her letters to the shop and, over the years, they develop a very close friendship in their correspondence. Helene, although not made wealthy by her writing, has a burning ambition to cross the Atlantic to visit her favourite book store and meet Frank in person but, shortly after she manages to save enough money to fly over to London, she gets a letter from Frank's wife to tell Helene that Frank has passed away. By the time she eventually manages to get over to London, the shop has closed down and her visit to

what has been such a big part of her life finds a shop in darkness and all its shelves empty. I was lucky enough to play the part of Frank Doel at the Little Theatre and every night, just after my character had died, I would stand backstage and listen to Frank's wife reading the letter to tell Helene her friend was dead. I could hear tissues and hankies come out and muffled sobs in the audience and I too would feel the tears welling in my eyes.

I walk past Leicester Square and St Martins in the Field to Trafalgar Square and the famous 4 lions, fountains and statue of Nelson. I use the opportunity to capture a few more video clips before leaving Trafalgar Square and walking past Admiralty Arch – a gateway towards Buckingham Palace. I continue walking down Whitehall and pass Horse Guards Parade and Downing Street before I get to the Houses of Parliament and Westminster Abbey where I film another short clip

My final stopping point before making my way home is Westminster Bridge with its great view of Big Ben, Houses of Parliament, Millennium Wheel and many other "Points of Interest". I know there is so much more that I could film in London but, pausing on Westminster Bridge to seek out the many landmarks visible from this vantage point, I reflect on how lucky I am to have been born a "baby boomer" and to have witnessed unprecedented changes in the technologies that shape our lives.

I pack up my camera and selfie stick before making my way back to Euston and the train back home to Milton Keynes Central, stopping only to take a couple of final clips at St Pancras and Euston stations.

Tip – watch the video below on a smartphone or VR Glasses for the best experience

Video of Part Six <https://www.youtube.com/watch?v=Can05vGXOmE>

A Day in the Life

The Full Story

Thursday February 2nd 2017 will live in my memory as an extraordinary, ordinary day – the day the 360in360 Transmedia Storytelling was born for me at Milton Keynes Station. The experience of making and editing this video, setting up LinkedIn, YouTube and Facebook pages, registering the internet domain name and putting words to the story over the last few days has taught me a lot.

Whether the process of 360in360 Transmedia Storytelling as a concept will ever catch on in the same way that PechaKucha did in 2003, only time will tell. 360in360 Transmedia Storytelling will never compete with PechaKucha because they are different experiences in the same way that T20 short format cricket matches are different to five-day test matches. The PechKucha experience is a quick-fire, exciting, focused and demanding activity that challenges the storyteller to get a message over in the shortest space of time whilst 360in360 Transmedia Storytelling, whilst challenging the storyteller to distil a story into 360 seconds, encourages the reader/viewer to pause, explore and reflect on someone else's life experience.

One thing is for certain and that is that, assuming these digital memories are stored securely and made readily accessible, in years to come I will be able to go back to Thursday February 2nd 2017 and relive those memories in ways that had not been possible previously in my lifetime. My love of storytelling probably began when I was a child, listening to stories my Grandparents told me about family history and sitting on the floor at Staniland Primary School in Boston whilst our teacher read a

chapter from a Biggles adventure story book. Technology now enables us to tell the same story in many different ways to many more people. We can still use audio, text, cartoons, multimedia and video but now we have 360-degree video and in 360in360 Transmedia Storytelling as a totally new way of engaging readers and listeners and empowering them to experience their own version of the story and create their own 360in360 transmedia stories to share with others.

If I am asked at some distant time whether 360in360 Transmedia Storytelling is what I want my life to be remembered for, I will refer them to another snapshot of my life that I know for certain has influenced the thousands of people around the world that have heard me tell about the day I met Frank Bingley.

It was 1998 when I secured some £250k funding for a consortium project under the Multimedia Demonstrator program (MMDP). It was designed to stimulate the use of multimedia and internet amongst small businesses in the UK. The project I conceived was called ComKnet (Community Commerce and Knowledge Network) and the plan was to create a web portal/forum that would support trading and knowledge sharing within rural communities like the Harborough District where my company was based.

Very soon after the project started, I was trying to find other users of the internet in my community so that I could begin to build a local network and create a web portal with links to local culture and resources. I used all the search engines of the day (before Google) and typed in the name of my nearest town, Market Harborough. To my horror and surprise I discovered that someone had already developed a web site with a lot of the features I had planned for ComKnet and, worse still, their web design skills were competing with my company. I decided to email the webmaster of this “BigFern” web site to invite him or her to discuss collaboration within ComKnet.

As he walked into my office one Friday afternoon, I said to him “I am sure I know you – I recognise your face – how do I know you”. His reply stunned me. “Of course you know me – I am your milkman.” That was the day when I learnt that my whole career in technology was being eclipsed by my milkman pursuing a hobby in his home on a part time basis. That man was Frank Bingley who became my unsung hero of all time.

Some years later, after the ComKnet project was completed, I bumped into Frank in Market Harborough town centre and he said “You are the only person who has ever shown any interest in my work.”

I believe that 360in360 Transmedia Storytelling has great potential as a medium to encourage creativity, literacy and digital skills through a combination of technology and storytelling.

I would be interested to hear your views.

Finally, and perhaps paradoxically, given that it will take around forty minutes to listen to the audio recording or read the text of the story and the fact that the individual video “trailers” are longer in total than the Day in the Life video, this complete 360in360 Transmedia Video Story is under the 360 second limit and can be accessed below :-

Tip – watch the video below on a smartphone or VR Glasses for the best experience

Video of the full day <https://www.youtube.com/watch?v=LnvVQg6mI3I&t=106s>

The 360in360 Transmedia Storytelling logo and concept is the copyright of David Wortley

