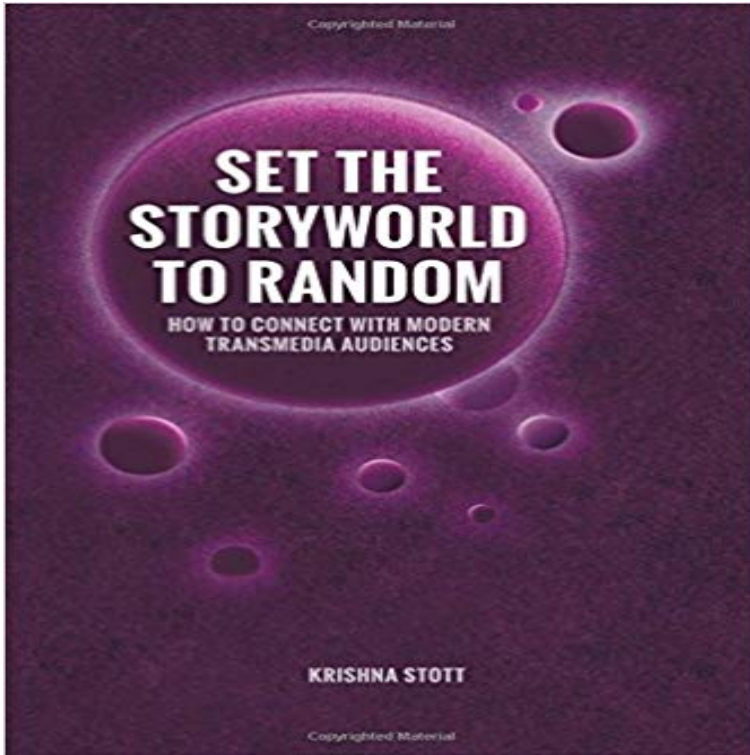


# Set the Storyworld to Random: How to Connect with Modern Transmedia Audiences



You need to read this book if you want to know where new technology is taking storytelling. Set the Storyworld to Random will help you understand the context of modern media and new storytelling techniques: transmedia, interactive, multiplatform and storyworlds. It contains practical expertise and steps you can put into action yourself. The book's insights lead to questions about where technology will eventually take storytelling, and show where traditional media businesses fall short of truly connecting with modern audiences.

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