

# arte Digital Creations

## Editorial guidelines

**For over 15 years, ARTE has been committed to producing works for the digital age that focus on all forms of creation and innovation, including the most hybrid genres: video games, interactive devices, VR, AR, magazines, documentary series, fiction and animation. These productions thus enable us to appeal to a continuously growing audience and offer the chance to experiment with new scripts and technologies.**

As with most of ARTE's programs, these digital productions are designed and produced by teams of independent creators and producers in France, Europe and further afield, fostering the creation of works reflecting varied tones and editorial proposals.

### **Themes rooted in public concerns, modernity and popular culture**

The tone may resemble that of a documentary, fiction or animation. Although the topics covered are highly diverse, they all share the same general public angle that is as universal as it is current, and which elicits reactions from communities in France, Germany, Europe and beyond. We expect them to be relatable, either on an emotional, cultural, social or geographical level.

### **Innovative forms**

Whether in the form of a short-format series, social platform content, video game or immersive installation, digital productions seek innovative modes, structures and approaches to shape a narrative and engage the viewer.

They capitalize on the **characteristics and shorthand specific to the platforms** for which they are intended. (Feel free to visit our website, as well as our pages/accounts on other platforms).

**By using social media** as a vector for creation, sharing and discussion.

**By alternating between interaction and immersion** to shake up and enrich the experience through video games, immersive installations and more.

**By introducing new narrative codes**, cultural references and ways of addressing viewers.

We welcome **creators** of the widest possible diversity, with projects that reflect original voices and worlds. Digital spaces have yet to be fully tapped for their potential to reach a continuously renewed audience – the works of up-and-coming authors can be showcased there, in an environment that encourages viewing, sharing and commenting.

- ▶ **FICTION SERIES:** semi-feature-length comedies or dramedies, of lengths (15' max.) and image formats (16/9 to 9/16) designed to fit priority destination platforms (arte.tv, YouTube, Instagram, etc.). We welcome writing and directing with a singular focus.
- ▶ **DOCUMENTARY SERIES:** relatively flexible formats (but distinct from those broadcast on ARTE), with a personal/embodied tone, humor and individuality are welcome.
- ▶ **VIDEO GAMES** by authors with singular, accessible and creative artistic directions, intended primarily for PC and consoles.
- ▶ **OTHER IMMERSIVE INSTALLATIONS:** with or without headsets, the immersive experience can also be fueled by live events or recurring broadcasts (VR or mobile platforms, Twitch, etc.).