

# **Crowd-sourced Creativity: On the Social Network Frontier**

**IDF 2009 Media Panel Briefing**

# The Panel

## Moderator:

- **Jeremiah Owyang**, Analyst, leading expert and thought leader on social computing and interactive marketing

## Panelists:

- **Yair Landau**, Founder and President, Mass Animation
- **Kyle Clark**, COO, ReelFX
- **John Cooney**, Online Programs Manager, Intel

# Crowd-Sourced Creativity

- Crowd-sourced creativity has always been here – now the tools empower us
- Social technologies break down boundaries that were once limited by location and time
- Examples: we've seen books, music and even memes proliferate on the Web
- Yet, crowd-sourced creativity has its challenges – sometimes innovation comes from individuals, not crowds
- What the future beholds and the impact to traditional media

# Mass Animation: The Concept

- Create a CGI animated short film through community collaboration on Facebook
- MA provided artists with tools needed to animate: storyboards, 3-D character models and Autodesk Maya software
- Community voting ensured best pieces made it into the film; weekly high vote winners received new computer
- A jury of animation luminaries provided insights and critiques of animators work on Facebook discussion boards
- Lead characters brought to life by legendary guitarist Steve Vai and acclaimed violinist Ann Marie Calhoun
- Winning animators received cash prizes, refined their work with the director, given onscreen credit in the film

The screenshot shows the Facebook page for 'Mass Animation'. The main content area features a large graphic with the text 'THIS FILM'S IN YOUR HANDS' and 'Join Mass Animation and Intel in the creation of "Live Music," an extraordinary animated film collaboration on Facebook. WATCH IT. MAKE IT. RATE IT.' Below this is a video player for 'LIVE Music' featuring a guitar and a violin. The page includes navigation links for 'LATEST SHOTS', 'HOW TO ANIMATE', and 'HOW TO VOTE'. A sidebar on the right contains options to 'Add to my Page's Favorites', 'View Updates', and 'Remove me from Fans', along with a list of fans and favorite pages.

Mass Animation Browse more Products

THIS FILM'S IN YOUR HANDS  
Join Mass Animation and Intel in the creation of "Live Music," an extraordinary animated film collaboration on Facebook. WATCH IT. MAKE IT. RATE IT.

MASS ANIMATION presents  
**LIVE Music**  
brought to life by intel Core

LATEST SHOTS [Click to view latest shots](#)

[Add the App to Animate and Vote](#)

presented by MASS ANIMATION intel

HOW TO ANIMATE HOW TO VOTE

ADD TO MY PAGE'S FAVORITES  
VIEW UPDATES  
REMOVE ME FROM FANS  
SHARE

Fans  
6 of 12,792 fans See All

Jerry Chapman Sunit Dattani Jack Branco  
Austin Davis Isiah Wells Alicia Trottier

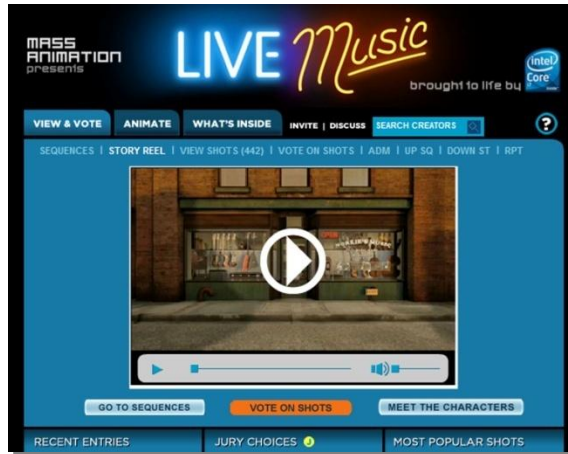
Favorite Pages  
6 Pages See All

Dell Ann Marie Calhoun aniBOOM  
Dell Future Film Festival  
GREAT GIFTS GREAT DEALS Dell Everyday Deals  
Intel Consumer Blog - Inside Scoop

DELL studio Learn how the new Dell Studio XPS™ desktop lets you live life in the fast lane.  
Autodesk Learn how Autodesk® Maya® software lets you create breathtaking 3D.

# Mass Animation: The Facebook Application

## View

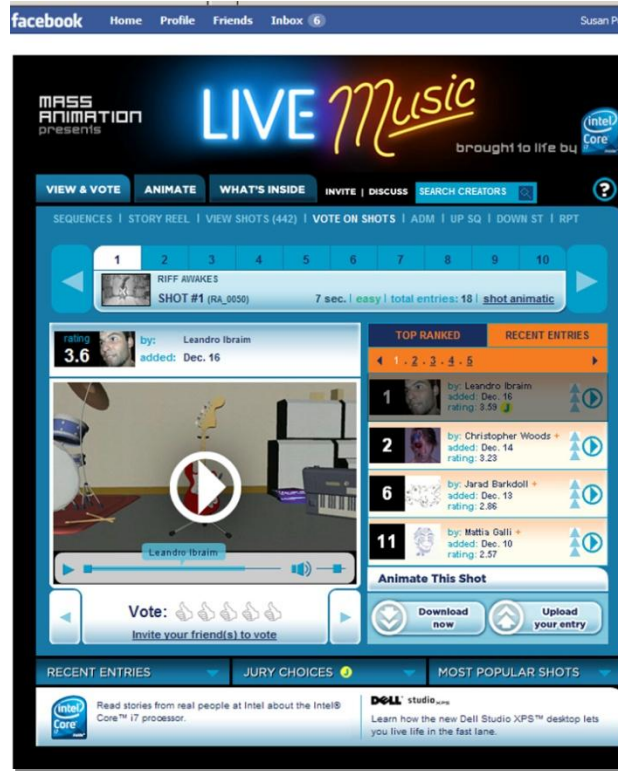


## story reel



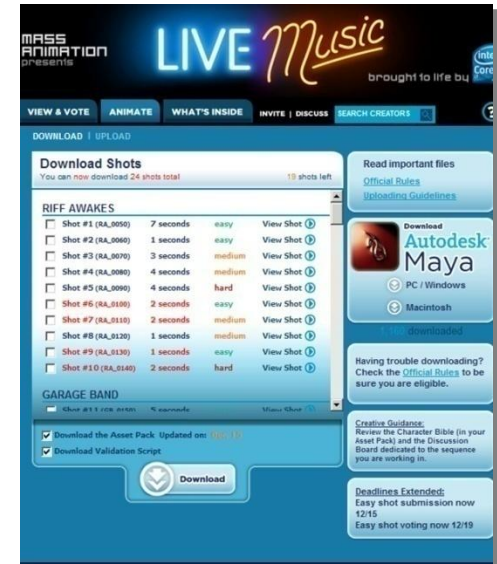
## sequences

## Vote

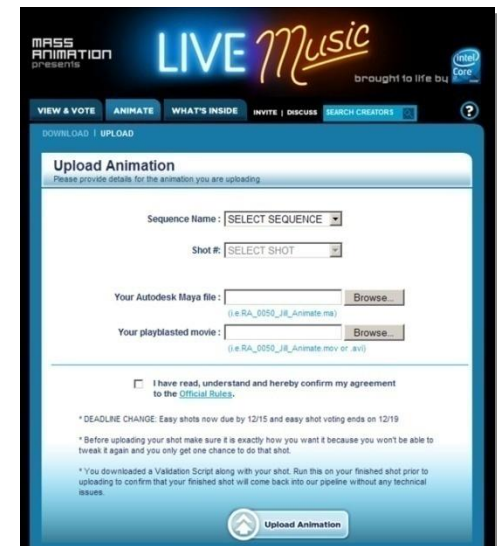


## view shots uploaded and vote

## Animate



## download shots & tools



## upload animated shot

# Mass Animation: Virtual Studio

Composed of Two Complimentary Pipelines



Facebook and the MA app brought animators around the world together to collaborate in the making of “Live Music.”

REEL FX’s post-production pipeline (INSIGHT) enabled Mass Animation and Reel FX’s team to work with animators around the world to refine and edit their shots via powerful online editorial software regardless of the animator’s geographical location.



**56,000 fans from 101 countries;  
107 animated shots for final film by  
51 animators from 17 countries**

**Australia, Belgium, Brazil, Canada, Colombia, England,  
Greece, India, Italy, Indonesia, Kazakhstan, Mexico,  
Russia, Scotland, Thailand, United States and  
Venezuela**

# Mass Animation: The Animator's Experience

## Quotes from “Live Music” animators:

“Live Music’ is the most rewarding project I have worked on as a 3-D artist.”

“I was a complete beginner ... the experience confirmed for me that animation is something I want to pursue ... thank you very much for this fantastic opportunity!”

“It’s been so much fun & rewarding ... and it’s you guys who gave me the opportunity to do this ... thank you very much guys.”

“I am going to be the first out of my class to have their name in credits in movie theaters ... and that is very exciting for me.”

“I thank you for the opportunity. In the middle of Minnesota opportunities like this don’t happen ....”

“I was grateful and excited to be included in such an awesome experiment.”

“I think it was really awesome to experience firsthand ... movie making as a whole.”



# “Live Music”

Wide **theatrical release on Nov. 20**  
with animated  
feature “Planet 51”

Available for  
download **on iTunes**  
and mobile platforms  
on **Nov. 20**

