

**How do crossmedia (Xmedia) and transmedia differ?** Both are about content in a multiplatform distribution strategy. Both utilize the web as the main engaging space. Both relate to TV as one, maybe the most important, but just one of the media used to tell the story.

In a **crossmedia** environment, content is repurposed, diversified and spread across multiple devices to enhance, engage and reach as many users/viewers as possible. It is common to call crossmedia "content 360".

It is generally the same program re-edited for different screens, fragmented content disseminated on different platforms, possibly incorporating extra content and channels to extend the viewers' experience. Brand here plays a key role and needs to be always identifiable. A typical form of crossmedia is when the plot of the story ends with a call-to-action, and drives the audience across different media.

In **transmedia** storytelling, content becomes invasive and permeates fully the audience's lifestyle..... A transmedia project develops storytelling across multiple forms of media in order to have different "entry points" in the story; entry-points with a unique and independent lifespan but with a definite role in the big narrative scheme.