

MEDIA I.P.

Advanced Content Protocols

GLOSSARY (Intellectual Property for New Popular Culture)

Reality TV 2.0 *content codes* (Participatory content.)

*New Specifications for TV Design

A next-gen protocol updating the unscripted business model with content codes and social tools necessary for installing of a value-based media culture. Foregrounding audience viewpoints and actions, the 2.0 model enables new kinds of personal and social participation, harnessed on an intersection of *interaction design* (social media layers), *branded identities* (the star system), and *enrichment design* ("Rated-S").

"Rated-S" *rated social* (Fortified content.)

*Rated S = Content Design Technology

An independent rating description riding against the MPAA/FAB/ESRB/FCC's orientation to designate viewing preferences based on a measure of what is inappropriate. Instead, this descriptor serves as reversal, and silent break point, for marking a territory of what might be included when making media, which like adding vitamins to a box of breakfast cereal, repackages entertainment with fortified essentials – *across social, spectacular and sustainable levels*.

SuperCulture *Gen-S / recycled TV* (Non-disposable entertainment.)

*Cultural Design Reflecting Aggregation

New and improved mass culture – *sometimes adapted from micro- or subculture innovation* – accelerating entertainment towards recognizing and presenting a vital progression of accumulated and shared intelligence that enables (critical) identity formation in individuals, and social groups.

(All layers of narrative are enabled for inclusion in improved media design, including character/identity, visual information/maps, point of view/ personalization, critical discussion/events, and more. The cinema, TV, and the web, in this way, can progress more directly in the formation of the self, and social groups, by attending to content about roles, career, family, or citizenship, with production imperatives that extend character, genre, themes and motif into vital enrichment and engagement.)