

## **Jargon Busting starter:**

**Cross-platform** - content that exists in different forms on many platforms all combining to tell one story

**Multi-platform** - content that exists in the same form on different platforms

**360° programming** - content that drives a narrative in a circle around many platforms

**Branded Entertainment** - content that is funded by, and therefore integrates a brand

**Immersive Experience** - second life, basically

**User Generated Content / Consumer Generated Media (UGC / CGM)** -

Online content created and distributed by the web community via the new generation of online publishing platforms such as blogs, wikis or social networks.

**Social media / the social web** - platforms used to facilitate social interactions online such as the sharing of content, opinions, insights, experiences, perspectives, and actual media. Social media takes on various forms including blogs, communities/social networks, wikis, podcasts, vlogs.

**Mash Up:** Application, media or tool created by combining data, content or other services to provide a single integrated experience.