



beActive



“Sofia’s Diary helps to write the history of the Television in the UK”, in Broadcast Magazine

Transmedia Storytelling

We create Transmedia content that travels successfully around the world by speaking a universal “language” through online community building, audience interaction, audience immersion and localized productions. As a result, our formats have been successfully adapted and broadcasted from the UK to China and recognized by the industry with several awards and nominations.



- 🏆 Mobile Entertainment Forum Awards '04
- 🏆 Broadcast Digital Channel Awards '08

📺 Produced in: Portugal, UK, Brazil, Turkey, China, Vietnam, Venezuela, US, Germany.



- 🏆 C21 International Format Awards '08
- 🏆 Rose d'Or Awards '09

📺 Produced in: Portugal, Greece, Romania, Russia, Ukraine.



- 🏆 International Digital Emmy Awards '10
- 🏆 Rose d'Or Awards '10
- 🏆 Tela Viva Awards '10 (winner)
- 🏆 C21 International Format Awards '10 (winner)

📺 Produced in: Brazil, Russia, Ukraine.



- 🏆 IFTA Awards '09 and '10 - Best Children's Programme
- 🏆 C21 Format Awards '08 - Best Multi-platform Format
- 🏆 Kidscreen Awards '10, '11 - Best TV Movie

📺 Broadcasted in: Ireland, Sweden and Australia

“The most successful non-US based web creators going right now”, in Tubefilter News

Transmedia Strategists and Consultants

Our international creative team is able to resource projects throughout the world in several areas of expertise. Besides creating our own content, we also work directly with independent producers, broadcasters, networks, portals, telcos, brands, advertisers and advertising agencies to help to develop Transmedia experiences and branded entertainment content.

Areas of Expertise

TV Production

Nuno Bernardo Nuno Bernardo is an Emmy nominated writer-producer and beActive's founder and CEO. In the last decade he created popular Transmedia shows such as Sofia's Diary, Flatmates and Final Punishment. Nuno is also the author of “The Guide for Interactive Television” (2002) and recently released “The Producer's Guide to Transmedia” (2011).



Feature Film & TV Production

Triona Campbell's first break in the industry came working for the legendary horror film producer Roger Corman. She was the first producer outside of North America to win the prestigious Tribeca First Look Award for the children's feature film “The Crooked Mile” (2001). Most recently she was a co-producer of UK feature film 'The Knot' starring Mena Suvari and Noel Clark.



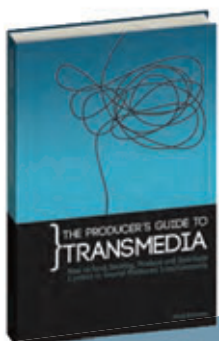
Script and Story Development

Catriona Scott's work in the industry has included the 2004 feature film “Ladies in Lavander” and the BBC documentary series “The long way down” and “By any means” featuring Ewan McGregor. Catriona was also a script consultant on 'Sofia's Diary UK' and is a liaison for new talent, writers, directors, script editors and casting directors.



Books & Printed Media:

Marta Gomes was the author of the Sofia's Diary book collection, the second most popular series of teen books in Portugal after Harry Potter. She is also the author of “Mariana's Secret Guide”, the children's interactive book series “Bia & Fred” and the Portuguese best seller “Getting over it”. Marta has also acted as a script consultant and story editor on series produced by beActive in the UK and now co-ordinates all publishing and book writing activities in the company.



THE PRODUCER'S GUIDE TO
TRANSMEDIA

Leaders in Multi-platform Entertainment



Social Media Marketing

Catherine O'Mahony is an experienced graduate in Social Media and Gaming Marketing. She participated in the developing and marketing of on-line social betting games (Paddy Power) and is currently managing all social media marketing programs for beactive's ongoing and upcoming projects.



Game, Interactive & Web Design

Flavia Neves is a Multimedia Producer and Marketing Consultant. Her Multimedia Project www.wallright.com won her a Young Creator Award in 2008. Flavia is currently working on the interactive game platform designs for Transmedia series Collider and Beat Girl.



Rui Soares has been responsible for developing beActive's trademark designs, logos and web graphics for the last 7 years. As an experienced web designer, Rui creates company and project websites, games and 2-D graphics. Rui holds a Masters in Graphic Design from the university of ISEC - Instituto Superior de Educação e Ciências.



Daniel Cantwell's previous work won him an Image Now Gallery "Best Use of Multimedia" Award in 2009. Daniel is experienced in creating 3-D graphics and visual effects. He is currently working on beActive's new Transmedia projects.



José Dias has over 10 years of experience in Sound Design and Sound Editing for TV series, animation, TV commercials and feature films. He has worked on the Interactive Sound Design of "Flatmates" and "Final Punishment".



Licensing and International Sales

Isabel Lopes has a background in international business affairs working for the European Commission in Brussels. Isabel represents beActive at international industry events such as MIPTV, MIPCOM, KIDSCREEN and NATPE. She recently closed international licensing deals for beActive's transmedia properties in the US, Australia, Latin America and the UK.

About beActive

beActive is a Film, TV and Transmedia production company, experienced in developing entertainment content across multiple platforms and in creatively engaging audiences in brand-initiated drama. With a worldwide distribution, beActive started off in 2003 with the multi-platform hit series "Sofia's Diary" and has since achieved an extensive track record of award-winning Transmedia franchises and branded content for a client base of prominent international studios, broadcasters, telcos and brands (Sony Pictures, Universal, RTE, RTP, Fiver, Vodafone, Oi, Bebo, Unilever, Nestle, Ford, Procter & Gamble, Nivea).

beActive is also involved in international TV & Film Co-productions. The most recent include Sofia's Diary UK and Sofia's Diary China for Sony Pictures Television, HBO Canada series "The Line" and "Living in Your Car", Emmy-nominated mini-series Final Punishment and the Feature Film "The Knot", featuring Mena Suvari.