

## GARY HAYES - Director LAMP and Head of Virtual Worlds, TPF



Gary is the Director of LAMP and the Head of Virtual Worlds with the UK based '[The Project Factory](#)'. He has led the Laboratory for Advanced Media Production at AFTRS since 2005 which has helped develop 54 Australian emerging media projects and run hundreds of workshops and industry seminars. As Head of Virtual Worlds at the Project Factory he has personally produced, designed and built Second Life presences for Australian brands, including BigPond, ABC TV, Tourism and MultiMedia Victoria, Physical TV, AFTRS and Deakin University. He is currently developing 'experience' worlds for major US based fortune 100 companies.

Before coming to Australia Gary was Senior Producer at BBC Broadcast and New Media for 8 years devising and producing many of the BBC's digital interactive "firsts" - the first 24/7 Interactive TV service, the first global, live internet documentary and the first interactive programme on Broadband TV. He also devised and/or created over 20 other enhanced TV shows including Top of the Pops, Walking with Dinosaurs, Travel Show, several future BBC cross-platform navigators and was part of BBC Imagineering developing early "inhabited TV", Virtual World and TV Mixed Reality formats. He also ran external and internal hothouse development workshops and residential labs as part of BBC Multimedia center and then BBC New Media helping landmark linear programme teams create 360 projects.

He was a driving force behind New Media training and strategy and became BBC Senior Development Manager in New Media and simultaneously chaired the Business Models Group for TV-Anytime (the global personalized TV standard for on-demand personal TV). He moved to the US in 2004 to develop on-demand formats with broadcasters such as NBC and CBS and also line produced the Showtime's enhanced L-Word, PVR service as part of the AFI eTV labs. He co-authored a UK Department Trade and Industry Report on Personalised TV, one on Interactive Advertising in USA and has been an International Interactive Emmy Awards juror for the past three years.

Gary has or will be keynoting and panelling on Social Virtual Worlds & Cross-Media at Milia 08 (Cannes), ACMA, SPAA (main and fringe), Dept. Foreign Affairs & Trade, ad:tech, CeBit, AIMIA, 8th National Public Affairs, Cross-Media Storytelling 07, Monash, ABC and has presented on education and brands in virtual worlds on radio, podcasts and many seminars. He produces dramatic and corporate machinima and runs workshops in virtual worlds for corporates, designers, cinematographers and script writers - exploring the potential of shared, social online virtual worlds for collaborative production, creativity and education. He runs several popular blogs including media personalisation, digital brands, new media forms ([personalizemedia](#)), Second Life POV ([justvirtual](#)) and many others found here on his [Wikipedia user profile](#).