

From Will & Agency to PUBLIKUM to

**XAVAGE**



PUBLIKUM /

C O P E N H A G E N

BEFORE 2020

will&agency

Citizens

Consumers



will&agency



C O P E N H A G E N

FROM 2020

will&agency PUBLIKUM /

Audiences

Citizens

Consumers



will&agency

A cinematic photograph of a film set. In the foreground, a camera operator in a dark jacket is seen from the side, operating a large professional video camera mounted on a tripod. To the right, a large monitor on a stand displays a scene, with another person partially visible looking at it. The background is a blurred outdoor setting with trees and a warm, golden light, suggesting sunset or sunrise. A thought bubble originates from the camera operator's head.

I wonder who  
will watch this...

# Unite originality and financial de-risking



## TREATMENT

What are the *intentions* and goals of the story?



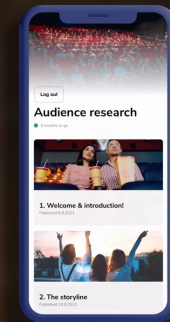
## EMOTION

What is the contemporary interest in the *themes*?



## CONNECTION

How does the audience connect to the *story*?



# Vision

# Zeitgeist

# Narrative

Thematic  
attention

Market  
competition

Story  
input

Audience  
segmentation

will&agency + **Ten4**

=

**XAVAGE**

– a new European consultancy for young experiences

**“Cultivating young experiences  
from gaming and beyond”**

The background image shows a person in profile, wearing a large headset, looking at a computer monitor. The monitor displays a game with a dark, textured environment. The scene is dimly lit, with the primary light source being the monitor and the ambient blue light from the room.

# Authority free zone

**Gaming = what TV was for Generation X: The primary media platform for accessing various cultural and entertainment offerings**

***What constitutes a positive experience for European youth across the diverse cultural and entertainment landscape?***



Authority free zone



Cross-sectoral



# IP-creation



**XAVAGE does not  
replicate platform logic; it builds an alternative  
model of cultural intelligence — one**  
**- rooted in European values,**  
**- multilingual nuance,**  
**- and sector-specific translation.**



# Software meets soft aware

## LENS

Multimodal  
analysis of content  
from popular  
digital platforms

## VISION

Youth panel from  
10+ EU countries to  
ensure cultural  
heterogeneity and  
comparative depth.

## HUB

A public knowledge  
platform co-  
produced with  
European universities

## ***3 pilot cases***

# Give it a shot!