Transmediating Tim Burton’s Gotham City: Brand Convergence, Child Audiences, and Batman: The Animated Series

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Abstract

During the early 1990s, Batman, a highly valued media franchise, was an ever-expanding phenomenon, with franchise owner Warner Bros. having reinvigorated the property with Batman (Tim Burton, 1989). This article will examine the subsequent six-year period of its franchise production, using Batman as a case study for exploring the ways in which distinct versions of a fictional character – each constructed under different creative contexts with differing artistic sensibilities, aimed at varying groups of audiences across media – became the combined products of brand convergence across each media iteration, a concept that was crucial to the transmediality of Batman as both commercial brand and fictional storyworld.
Transmediating Tim Burton’s Gotham City: Brand Convergence, Child Audiences, and Batman: The Animated Series. During the early 1990s, Batman, a highly valued media franchise, was an ever-expanding phenomenon, with franchise owner Warner Bros. having reinvigorated the property with Batman (Tim Burton, 1989). This article will examine the more. This chapter will examine how the original Planet of the Apes saga (comprising five films, two television series and a comic book series, all produced between 1968-1977) utilised transmedia storytelling – expanding the events of the storyworld across multiple media with each respective text feeding into the circular story arc – as a narrative strategy for communicating philosophical concepts about time travel. Batman: the Animated Series was an animated series that premiered on September 5, 1992. The series was based on the popular Batman comics created by Bob Kane. The series focused on the adventures of Batman a dark vigilante hero who defends Gotham City from a variety of...