



BEYOND THE STORY

Kiwi show launches in the UK in tandem with innovative companion app

An outrageous New Zealand comedy-drama television series with a big cult following, hits the UK August 28 on the SYFY UK TV channel, and with it, a companion App that takes the TV show into new digital dimensions.

The Almighty Johnsons is about four ordinary Kiwi brothers who have inherited the powers of Norse Gods, and follows their exploits with their entourage of pixie-haired deities and pubescent-looking roommates.

Multi-platform storyteller and digital publishing innovator BeyondTheStory won the rights to produce the App, writing the novelisation of the 13 episodes and creating a complete guide, episode by episode.

In the App, fans can enter the god-o-sphere of the Johnson family and learn more about them and their friends; Norse gods, goddesses and lore and key locations. There's lots of behind the scenes chatter and interviews with cast members, and heaps of extra content.

The series stars Dean O'Gorman (Fili the Dwarf in 'The Hobbit' trilogy), Ben Barrington (Top of the Lake, The Chronicles of Narnia: the Lion, the Witch and the Wardrobe) Tim Balme (Peter Jackson's 'Braindead', Outrageous Fortune), Jared Turner (Spartacus: Blood and Sand, Underworld: Rise of the Lycans), and newcomer Emmett Skilton as Axl Johnson.

BeyondTheStory CEO Jen Porter says: "With this App now live for fans on the Apple store (<http://bit.ly/1bJwAxt>) we've written each show and created all the supporting content, with images, audio, behind-the-scenes video, 3D content, and real-time updates. We even have a Kiwi lingo guide for those who want to get the Antipodean accent on-form."

"The App coincides with TV transmissions, so that it's live already in New Zealand and Canada, with further rollouts scheduled for Australia and the US later in the year. It's updated weekly as each episode goes to air."

Porter says The Almighty Johnsons App is the first produced working with a TV studio.

The Almighty Johnsons is produced by New Zealand entertainment company South Pacific Pictures of Whale Rider fame, and part of the All3media group of companies. CEO Kelly Martin said: "This immersive App is an innovation for a New Zealand television series, and we're delighted to be working with BeyondTheStory."

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