



THE JUDAS

WATCHING YOU



**MULTI-AWARD WINNING
INTERACTIVE CRIME INVESTIGATION FORMAT**





A LANDLORD WAS MURDERED. SIX TENANTS ARE SUSPECTED BECAUSE HE HID CAMERAS IN THEIR APARTMENTS. YOU CAN HELP THE DETECTIVE FIND THE KILLER IN THIS INTERACTIVE MURDER-MYSTERY.

SYNOPSIS



The Judas is an immersive ARG (Alternate Reality Game) written in 360 degrees exclusively for the digital platforms and originally broadcast in French on Radio-Canada.ca with great success and a loyal following. This award-winning interactive transmedia crime investigation is a gripping story of murder and revenge that invites the players to go beyond the fiction by immersing them in the heart of the action in order to unravel the mystery.

The young owner of a building filmed his tenants without their knowledge. To find the culprit, the detective asks players to help her review all of the videotape footage seized at the scene of the crime, as well as all electronic equipment belonging to the suspects, including their cell phones and computers with all their correspondence (texts, emails, phone calls, invoices, etc.) and digital footprints on social networks (Facebook, LinkedIn, Twitter, etc.). Players accumulate a scale of points by solving missions online and offline involving multiple platforms such as external websites to consult, real newspaper articles and blogs to dig out, phone numbers to call, witnesses to interview live via online chats, proof documents to download, clues mailed to them on USB keys, real-life appointments between characters who they can spy on, etc.

The suspects, who are all online, plant false leads and respond to players in real life when they feel suspicion hanging over them.

The adventure begins with the cops arresting the suspects live during the launch party in front of hundreds of surprised guests. The series ends when the detective invites the top ten players to accompany her to the scene of the crime in the building where the suspects still live in order to find the final clue to solve the puzzle and win the grand prize.

- 12 X 10** MIN INTERACTIVE SERIES
- 6** SUSPECTS ARRESTED LIVE
- 200** HOURS OF SURVEILLANCE CAMERA FOOTAGE SHARED ONLINE PERSONAL SUSPECT INTERROGATIONS
- 1** HACKER TO CATCH
- 64** MISSIONS TO SOLVE
- 16** ACTIVE SOCIAL NETWORK ACCOUNTS
- 14** PIECES OF EVIDENCE HIDDEN TO FIND
- 10** FAKE WEBSITES FILLED WITH CLUES
- 5** REAL-LIFE BLOGS CONVERGING WITH THE STORYLINE
- 4** REAL-LIFE MEETINGS WITH THE SERIES' CHARACTERS
- 3** WITNESSES TO CONTACT
- 1** USB KEY MAILING
- 10** PHONE NUMBERS TO CALL – SOME OF WHICH WILL CALL YOU BACK
- 3** QR CODES TO SCAN
- 4** DIRECT CONTACT WITH CHARACTERS THOUSANDS OF PLAYERS
- 10** FINALISTS QUESTION THE SUSPECTS ON LOCATION AND MANY PRIZES TO WIN

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