

THE TRANSMEDIA CONTENT FRAMEWORK

BY TRUST INSIGHTS

Your idea can exist in five forms. **You already own one of them** — the other four are a conversion away. Who each version is for isn't decided by the form; it's decided by where you publish it. (On the Trust Insights site in 2026, machine traffic outnumbers human traffic.)

● Machines first — structure, transcripts, markup
● Humans first — hook, pacing, a reason to stay
● Genuinely both

Audience is decided by where it lands — not by what form it is. The same words are a machine asset on your website and a human asset in the inbox. That call belongs to Index, stage four.

START WITH WHAT YOU HAVE

START HERE

WHAT YOU ALREADY HAVE

A video. An audio file. A blog post, a deck, an infographic — whatever earned attention the first time.

Whatever it is, **it's already one of the five forms on the right**. The other four are conversions, and the conversion runs in every direction now. Text becomes sound. Sound becomes motion. It no longer has to start as video.

The conversion is nearly free now. The judgment isn't.

SP FIRST

Purpose and People decide what's worth converting, and who each output is for.

THE FIVE FORMS

WHAT YOU CAN PUBLISH — AND WHO EACH DESTINATION IS FOR

WORDS

Transcribed from audio — or it was text to begin with

● Blog post
● Newsletter
● Pull-quotes
● Long-form guide
● Schema + JSON-LD

SOUND

Stripped from video — or synthesized from text

● Podcast episode
● Audiogram
● Read-aloud version

MOTION

Cut from a longer video — or generated from words

● Shorts / Reels / TikTok
● Stories
● Animated GIFs

STILLS

Frames from video — or built from a single line

● Social posts
● Quote cards
● Thumbnails

THE WHOLE THING

Complete, with everything attached to it

● Interactive explorer
● YouTube + captions
● Full transcript
● Descriptive metadata

DO THIS FIRST

1. REVIEW

2. EXTRACT › 3. MULTIPLY › 4. INDEX › 5. EXAMINE ↻

Review is the gate: it tells you who you're publishing for — and which of these outputs you get to skip. This map is what Extract and Multiply look like.

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REVIEW · EXTRACT · MULTIPLY · INDEX · EXAMINE

The foundation: one idea, told across many media, each version built for whoever is actually consuming it. That hasn't changed since we published this in 2020 — and content repurposing wasn't new then either; Todd Defren called it “content atomization” in 2008. What changed is the cost of converting between formats, which used to be most of the work and now is almost none of it. That moves the job from production to judgment. (In 2026, on the Trust Insights website, machine traffic outnumbers human traffic — your numbers will differ, which is the point of stage one.) Built by Katie Robbert and Christopher S. Penn at Trust Insights.

STAGE	WHAT IT MEANS
REVIEW	Start with data, not ambition. Pull your logs and analytics: what share of your traffic is human, and what share is machine? Then find the assets that already earned attention. Those are the only ones worth multiplying — and this is the stage that tells you what you get to skip.
EXTRACT	Your idea can exist in five forms — words, sound, motion, stills, and the whole thing intact. You already own one. Extraction is the work of getting to the other four, and it is mechanical work, which makes it exactly the work you should not be doing by hand.
MULTIPLY	Convert any form into any other. Text to sound. Sound to motion. A single line into a still. There is no privileged source format anymore — the conversion runs in every direction — so the question is no longer “can we?” but “which conversions are worth publishing?” One exception: an interactive is built, not extracted — and it is the rare output that needs no separate machine version.
INDEX	A converted file is not a published asset, and this is where you decide who each one is for. Audience is a property of the destination, not the form: the same paragraph is a machine asset on your website and a human asset in the inbox. Machines want structure. Humans want a hook, pacing, and a reason to stay.
EXAMINE	Measure human engagement and machine consumption separately — averaging them together tells you nothing. Watch whether you show up in AI answers. Watch whether humans open the email. Then loop back to Review, because the answer changes faster than your content calendar does.

ASK YOURSELF

- **Review:** Do you know what percentage of your website’s traffic is a machine, or are you assuming it’s people?
- **Extract:** How much of your team’s content time goes to work a script could do while nobody watches?
- **Multiply:** What’s the one asset you own that deserves to exist in all five forms instead of one?
- **Index:** Do you write your newsletter and your blog posts the same way, even though one goes to a person who opted in and the other goes to a crawler?
- **Examine:** If your traffic doubled next quarter and all the growth was machines, would you call that a win?

***Before you remix anything:** run it through the 5P Framework by Trust Insights™. Purpose, People, Process, Platform, Performance. The tools got cheap. The judgment didn’t.*

KEEP EXPLORING

There's an interactive version of this framework on our site. Click any form to see everything you can publish from it, and who each destination is actually for. trustinsights.ai