**Proposal for a generic model of analysis of the structure of transmedia narratives**

**Abstract**

Transmedia narratives are a revolutionary phenomenon whose expansion has been driven by the convergence culture but, even though there are multiple instances of the same analysis, is not a model consolidated comprehensive study.

The objective of this research is to develop a generic model to analyze the structure of transmedia narratives that can be applied to various products to meet transmedia structure setting patterns to better understand its operation. To this end, it is used a literature review and a content analysis in which different methods used by various authors for describing and studying narratives transmedia are studied and examined, that are a starting point for the creation of an own model.

**Key words**

transmedia; transmedia narrative structure; analysis model; transmedia map; Belsunces; Scolari; prosumer; Hernández and Grandío.