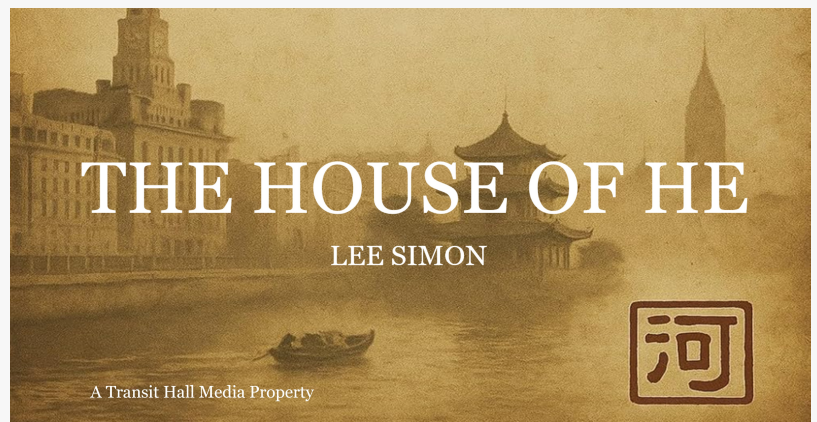


Transit Hall Media Launches Dual-Track Licensing for Narrative IP Database

Singapore imprint releases flagship historical epic as a queryable story-architecture engine with dual-track licensing for film, gaming, and publishing.

CITY, SINGAPORE, August 18, 2026 /EINPresswire.com/ -- [Transit Hall Media](#), the intellectual property imprint of [Airport Insights Pte. Ltd.](#), today announced the commercial release of a 21-register relational database that separates a narrative work's underlying story-world logic from its literary prose, making the architecture of a novel directly licensable as structured data.



Landscape key art for *The House of He* by Lee Simon — the flagship historical epic (1910–1949) at the core of Transit Hall Media's 21-register story-architecture database and dual-track licensing model.

Built around the company's flagship historical epic, [The House of He](#), the system is offered through a new dual-track licensing model providing programmatic access to the story-architecture engine and exclusive transmedia rights across five industry pathways.

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Justin Lee, Founder, Transit Hall Media

For most of the adaptation industry, a narrative work reaches the market as prose, and every studio or publisher must reverse-engineer its characters, timelines, and internal systems before production begins. Transit Hall Media's approach inverts that sequence.

The story-world has been pre-extracted into a single, cross-referenced relational database — issued as Schema Specification: Story Architecture v4.3 (July 2026) — where every narrative element carries commercial-readiness metadata, including client use case, strategic function, and complexity level. Buyers procure a verified architecture rather than reconstructing one.

The 21 registers span the full dimensionality of the work, organised across four layers:

A narrative core (characters, relationships, geography, timeline, institutions);

An intangible and strategic layer (intangible assets, financial mechanisms, business-strategy patterns, logistics, systems);

A physical and technical layer (objects, technology, luxury goods, biological symbols);

An aesthetic, sensory, and cultural layer (aesthetics, symbols, auditory elements, performance, music, literary references, historical events).

A two-layer field architecture separates Core Narrative Fields, available to research-tier licensees, from Operational Metadata Fields, reserved for full production access.

"For a century, narrative IP has been traded as prose, and every adapter has had to rebuild the world's logic from scratch," said Justin Lee, founder of Transit Hall Media. "That has been inverted. The story-world is now a structured, queryable asset — versioned, cross-referenced, and commercially tagged — so a studio, a game developer, or a business school can procure exactly the layer it needs, with the architecture already verified. The prose remains the art. The database is the infrastructure."

The release introduces:

- A dual-track licensing model. Track 1 (Narrative Architecture & Data Engine) provides filtered Airtable UI access with optional API tokens for automated ingestion. Track 2 (Transmedia & Publishing Rights) grants exclusive production and distribution rights across eight subsidiary categories.
- Modular, à la carte register licensing across three strategic tiers, allowing buyers to procure individual registers rather than the full system.
- Five industry pathways: Film & Television, Gaming & Technology, Trade Publishing, Strategy & Academia, and Luxury & Travel Retail.
- Eight subsidiary rights categories — dramatic, stage/audio, translation, audiobook, interactive/digital, sequential art, merchandising, and serial rights — governed by the laws of the Republic of Singapore.
- Structured onboarding materials, including a watermarked Digital Reference Manuscript of The House of He, JSON cross-reference arrays, and full schema documentation.
- Four architectural principles: a single source of truth per register, strict cross-register integrity, a literal-language descriptive standard, and embedded commercial readiness.

The system applies the data-modelling and market-intelligence methodology of parent company Airport Insights to narrative IP. All intellectual-property rights are held 100%, exclusive, and unencumbered worldwide.

High-resolution media assets, including the landscape key art and a sanitized screenshot of the EVT register, are available upon request.

The House of He by Lee Simon is a multi-generational historical epic spanning 1910 to 1949, tracing six siblings dispersed from Guangzhou across Shanghai, Hong Kong, Wall Street, Imperial

Japan, the Nanyang, and wartime Chongqing as they build a borderless network of capital and intelligence. The work was constructed with its underlying financial, logistical, and intelligence systems as a primary narrative driver — the structural condition that made its decomposition into a relational database possible.

About Transit Hall Media

Transit Hall Media is the publishing and intellectual-property imprint of Airport Insights Pte. Ltd. (UEN 201802160R), a Singapore-based firm specialising in airport commercial planning and commercial IP management. Transit Hall Media develops grand, multi-generational narrative works and licenses their underlying story-world architecture to the global media, technology, publishing, and brand sectors. Registered office: 60 Paya Lebar Road, #06-28 Paya Lebar Square, Singapore 409051.

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