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Sommario/riassunto	Storytelling is a form of communication that has been present throughout a substantial span of human history. The advent of emerging technologies, such as augmented reality (AR), virtual reality (VR), and mixed reality, has significantly transformed the conventional narrative in the realm of digital storytelling. Currently, this technology has the potential to be utilised in various application domains spanning multiple fields of study. It holds significant value for various entities within a given society, including corporations, non-profit organisations, tourism operators, educators, developers of online and mobile games, marketers, and numerous other stakeholders operating within diverse contexts. Hence, one might suggest that digital storytelling possesses significant potential in contemporary society.