**Audience and Institutions – Film**

You need to know what the exam board specification for this exam is (**Exam Board Wording**) and you need to understand what each of the seven areas you are asked to focus on requires you to do (see **Translation**). You could be asked a question on one of the first six areas.

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| **Exam Board Wording** | Translation | Examples |
| 1. The issues raised by media ownership in contemporary media practice. | How the ownership of the production, distribution and exhibition companies affects the type of films that are made, marketed and distributed.  The advantages of being a large global company.  The way smaller industries are competing in the film market. | US film dominates the industry – give UK box office statistics. Disney vertically integrated so able to distribute film worldwide through its own distribution company. Disney is able to spend more money on marketing, advertising and print costs making it difficult to compete. Disney is able to form symbiotic relationships with other companies which helps it market its films. Cross media convergence/synergy – video games and soundtrack CDs are produced to help promote the movie. UK film industry is fighting back. Vertigo has produced 3D films and is vertically integrated; Monsters gained distribution across the US and Europe as it was picked up at the SXSW film festival. BFI funded new initiatives – digital screen network – getting digital screens across the uk. Monsters – money to fund Foursquare marketing campaign.  Digital Distribution enabling smaller distribution companies to enter the market. Smaller companies experimenting with different release models – Field in England – to reach wider audience and give audiences more choice. |
| 2. The importance of cross media convergence and synergy in production, distribution and marketing. | Understand how all aspects of the media (websites, newspapers, television etc) are used to market a film and show you understand how companies work together to produce and distribute (and market) films. | As above – focus on marketing techniques and digital distribution. |
| 3. The technologies that have been produced in recent years at the levels of production, distribution, marketing and [exchange](http://12b1media.blogspot.com/2010/05/avatar-example-of-how-audiences-use.html). | Show you are aware of how new technology has been used to improve the making, distributing, marketing and exhibition of film. | Gravity – development of new technologies – reaction against using new technologies – Star Wars - development of home technologies making Monsters possible, digital screens, digital distribution, use of digital technologies for marketing Star Wars + Monsters. Huge variety of ways to watch movies – VOD, bluray, converged technologies. Problems caused by piracy and the technologies that have enabled piracy but also are trying to combat piracy.  BFI statistics – number of digital screens enabled in the UK – the rise since 2011. The advantages of digital projection. |
| 4. The significance of the proliferation of hardware and content for institutions and audiences. | Show you understand how the increase and improvements made in technology are affecting the ways that films are made and distributed today. Also, be able to assess how technological improvements have impacted the viewing experience, at home and in the cinema. | Monsters – able to produce Hollywood style movies on a budget; prosumers – audiences are able to make and distribute their own films – can use websites such as YouTube and itunes to distribute their own films. Easy to buy off the shelf video editing and special effects software to make own movies. Distribution – discuss the development in online technologies and mobile apps to advertise movies (Star Wars case study). Home experience – developments in home and portable devices and streaming technology to enable home viewing - use statistics from BFI – television still most important platform for watching movies. Desire to be able to watch movies on the go – miniaturisation of devices. |
| 5. The importance of technological convergence for institutions and audiences. | Understand how new technologies can combine to produce, market, distribute and exhibit a film successfully. | As above – technological convergence – bringing together of more than one technology |
| 6. The issues raised in the targeting of national and local audiences (specifically British) by international or global institutions | Show you know how international and global institutions target a national and local British audience. | British audience statistics for 2015 – most successful films top US studios. Similar arguments to 1. Disney – able to market Star Wars on a global scale – use of viral marketing techniques – merchandise. Star Wars specific partnerships in UK – Subway/O2- able to form these partnerships as globally successful company. Vertigo – using BFI money to market film. Also able to get audiences abroad through magnet releasing. |
| *7. The ways in which the candidates’ own experience of media consumption illustrate wider patterns and trends in audience behaviour.* | *Include reference to how your own experience of the media shows how an audience may behave.* |  |

**Key Terms – Understand and be able to apply these terms in your exam:**

Vertical Integration

Above the line marketing

**Useful Websites**

UK Film Council - <http://www.ukfilmcouncil.org.uk/>

Internet Movie Database - <http://www.imdb.com/>

British Film Council - <http://www.britfilms.com/>

Marketing and distribution of film - <http://www.screenonline.org.uk/film/distribution/distribution1.html>

Warp Film - <http://warp.net/films>

Working Title - <http://www.workingtitlefilms.com/>

Avatar website - <http://www.avatar-movie.co.uk/>

Below the line marketing

Synergy marketing

Merchandising

Viral marketing

Budget (Low, mid range, big)

Conglomerate

Subsidiary

DSN – Digital Screen Network

HD – High definition

Blu ray

i-pods

Digital Distribution

35mm reels

Independent cinema

Mainstream cinema

Piracy

**Create a table and input key points about the films**

[See the one I’ve started here](http://www.slideshare.net/belair1981/revision-table?from=ss_embed)

Niche audience

CGI

Consumer/ Prosumer

Convergence

**Useful Case studies**

Warp Film (Production company) – Shane Meadows (Director)

Working Title (Production company)

‘Avatar’ – 20th Century Fox

As background for your research you must know the various stages of film **production, distribution and exhibition.**

Independent cinema

Mainstream Cinema

DVD/Bluray

Internet downloading

Production

Exhibition

Licensing

Marketing

Prints and Advertising

Logistics

Digital Distribution

Distribution

Pre – production

Production (Principal Photography)

Post Production

**Look back at the exam questions, can you answer them now?**