

Digital Media Sectors & Audiences

Media Sectors: include film, TV, Audio, Publishing, Games, Website, Gaming Sector refers the different industries creating media products

Synergy refers to the way Media makes links across sectors to co-promote products. For example Heat & Big Brother or Disney & Computer Games

Types of Media Product

Analogue traditional Media which refers to physical data – eg. vinyl records, old television broadcasts etc.

Digital refers to media that is digitally produced and stored eg. film, TV, audio, Publishing, Games.

Name a specific type of product from each of the digital sectors above.
What are the advantages & disadvantages of Analogue and Digital Media?

Media Products & Processes

The 5 Stages of Media production are:

- 1) Pre-production
- 2) Production
- 3) Post-production
- 4) Distribution
- 5) Exhibition/Consumption

Name a task within each stage

Understand ALL Key words and Terms

Digital Media Platforms & Devices

Platform is the means by which the media is distributed eg. TV, Cinema, Digital Download, Radio, CD, Online, DVD etc.

Devices is the way that the media product can be accessed (watched/consumed) eg. Mobile, TV Phone, Computer, Games console.

Technology & Consumption

The Impact of Digital technology on Audiences...

1. Immediacy
2. Access
3. Convenience
4. Portability
5. Connectivity

Give an example of each of the points above

Digital Media also enables **Interactivity** and

Personalisation Interactivity is ability for Audiences to interact with the product/producer. Personalisation is the consumers ability make the products personal to them

State how media can be interact and personalised

Types of Audience

Primary the Target Audience who the product is for.

Secondary Additional Audiences not in the Target Group – eg older viewers for TV targeted at young people

Individual engages with the product (reader, social network etc.) alone – privacy, convenience, control, individuality

Group engages with others – (gaming, cinema, TV etc.) social interaction, competition, belonging, sharing.