

Media – Introduction to media industries

## 1 of 18 – Welcome

Welcome to this session on introduction to media industries.

In this session we will consider the main industries that exist within the media sector. We will consider different examples of media production, and also what is meant by specialist providers.

By the end of this session, you will:

- Know the main media industries within the media sector.
- Know some popular productions from these different industries.
- Understand what is meant by specialist providers.

## 2 of 18 - Introduction

The term media industries, sometimes called media sectors, is used to refer to the different types of media production that occur within certain business areas.

These business areas include, but are not limited too, the following:

- Television production.
- Radio production.
- Video game design and distribution.
- Music production.

Several big areas of production fall under the media industries umbrella, and many of these are products we engage with on a day-to-day basis. In this session, we will take a closer look at these different media products and consider the development that goes into them.

## 3 of 18 – What are specialist providers?

Another key term that you will find attached to the area of media industries is 'specialist providers'.

This is a phrase that is used to refer to production companies and teams within the media industries sector which are all working to produce media of a certain type.

The reason behind their “specialist” branding is that they will only produce products that belong to their own area of media, whether this is radio production, print and publishing deals, film production, or another area.

Each specialist provider will have their own set of specialist skills that they can bring to the production process, and this is what will make them stand out within the media industries family (and stand out from others working in similar specialist areas).

## 4 of 18 – The main areas of the industry

We have mentioned one or two areas of media industries already. The main sectors that we will consider throughout this session are:

- Film production.
- Television and radio production.
- Video game design and distribution.
- Print and publishing deals.
- Web and online technologies.
- Music production.

## 5 of 18 – Film production

Film production is a broad term that refers to all types of film. This means huge blockbuster hits that star well-known actors and spend weeks showing at the cinema. However, film production also covers slightly smaller productions as well.

There are some films that go straight to DVD, or straight to television, if they are only small or independent films. That said, they are still included as part of the film production sector of media.

Some big names in film production that you might recognise are Warner Brothers, the company behind the *Harry Potter* film franchise, and Pixar Animation Studios, who are responsible for films such as *Cars*, *Up*, and *Monsters Inc.*

Other big names in film production are companies such as Universal Pictures, Paramount Pictures, and 18th Century Fox.

## 6 of 18 – Television and radio production

The area of television and radio production covers production companies making media content specifically for television and radio distribution.

This content is typically delivered to listeners and viewers through digital television and radio streams, which now includes various online streaming services too.

In a similar way to film production, television and radio production covers a large family of different scale productions from programmes that are quite popular or considered to be mainstream, to productions that are a little more specialised, for people with specific interests.

An especially well-known example of a television production company is the British Broadcasting Corporation - or BBC - which is responsible for programmes like *Strictly Come Dancing* and *Eastenders*. ITV, and *Britain's Got Talent*, is another example of mainstream television production.

## 7 of 18 – Television versus radio

Television production tends to be a little more popular than radio production. However, there is a lot of work that happens behind radio production that should not be overlooked.

Some of the same production companies that work in television are also working to produce radio content as well. The BBC, which we considered earlier as a television producer, also hosts popular and well-known radio shows that are streamed throughout the country.

Radio is less easily available to us – meaning, not many of us have a radio sitting on our kitchen window anymore. Unlike television services, which is something that most of us have in our living rooms – if not closer to hand, on our phones.

**That said, it is important to remember that a lot of work goes into radio production and it is operated by many of the same companies who are bringing television to us as well.**

## 8 of 18 – Video game design and distribution

The video game industry is growing at an impressive rate. This increase in popularity which has happened steadily over the years means that there are more and more production companies involved in video game design and distribution.

This area of production covers a lot of smaller areas. The companies that produce the video games themselves fall under this production family, but there are several other companies that sit alongside games production as well.

The other two major elements of video game production are the companies that design the software and the hardware i.e., the consoles, that are required to run these newly produced games.

A popular example of a video game producer is the company Ubisoft who are responsible for the *Assassin's Creed* franchise.

## 9 of 18 – Print and publishing deals

The print and publishing production area covers a wide range of published works, including:

- Books.
- Magazines.
- Newspapers.

Due to the variety of different areas covered by this type of production, there are lots of people and production processes that are represented within this area (because printing books is very different to printing magazines, for example).

The print and publishing production sector provides many good examples of specialist providers – remember, these are people and companies working to produce a certain type of media within the industry.

### 10 of 18 – Print, publishing and specialist providers

The reason that print and publishing production is a good place to spot specialist providers is because, unlike film production companies who tend to release a broad range of films, there are some publishing providers who only publish **one** type of thing, therefore making them specialist.

An example of this would be a company like Button Poetry – a publisher based in the United States of America – which only publishes poetry collections.

In a similar way to Button Poetry, No Exit Press only publishes crime fiction books and Orenda Books only publishes literary fiction.

There are also magazines that specialise in covering specific topics, discussing premier league sports or different brands of chocolate, for example. This is how media providers become specialised, by narrowing down the areas focus on to create their own niche within the media world.

### 11 of 18 – Web and online technologies

There are two elements to consider in web and online production. The first area to consider is internet-based products i.e., anything that we need internet access to use.

This includes things such as websites, online databases, and even streaming services.

This creates an interesting overlap between web production and other production areas like television production, where one media area needs the other in order to work properly.

The second area to consider is app-based products, and this means anything that runs through an application on your phone, your tablet or even your laptop. Apps are usually dependent on an internet connection, and so there is another production overlap that we can consider here.

Common, or mainstream, examples of this type of media production include Facebook, Instagram, and Twitter. Spotify is another good example.

### 12 of 18 – Music production

There are lots of smaller parts to consider inside the larger area of music production. We can think about songwriters, recording artists, the technicians who help with and then edit the drafted recordings, among many other people who work in the production process.

This area of media industries also includes the record labels themselves who help to distribute finished music to the people who are willing to purchase it, either through downloads or streaming services (which are the two most popular ways of gaining access to music now).

### 13 of 18 – Web and online technologies

A mainstream example of this kind of production in practice can be seen if we look at Universal Music Publishing Group, who have helped to distribute music from the likes of Taylor Swift, Jason Derulo, and Eminem, among others.

In music production, you will often find that these record labels who are involved in distributing music are

usually part of a much bigger company.

For example, Universal Music Publishing Group is owned by Vivendi, a French company focused on digital entertainment. As well as the Universal Music Publishing Group, Vivendi also own video game publisher Gameloft, which is the world's largest video game publisher.

### 14 of 18 – Media companies

Due to the media industry being so large and consisting of so many different areas – like the ones that we have just looked at – it means that when it comes to the companies in charge, there are lots of different organisations involved.

The different organisations mean that there are different types of media companies that are working together to put media out there, rather than these big blockbuster releases being the work of just one group of people.

As we considered earlier, music production provides one example of how this happens, because record labels are usually a small element of a much larger company – or they are at least working with a much larger company on one, or several, projects.

So when it comes to production, it is important to remember that many hands are involved in the work.

### 15 of 18 – Question 1

Read the statements below and see if you can decide which are true and which are false.

- 1) Film production can cover blockbuster production as well as smaller scale film releases.
- 2) Music production and radio production refer to the same area of the media industry.
- 3) Warner Brothers and Pixar are mainstream examples of producers in the music industry.
- 4) The BBC is a well-known producer of television and radio media.

Answer: Number 1 and 4 are TRUE, while answers 2 and 3 are FALSE.

### 16 of 18 – Question 2

Answer this question.

What is a specialist provider?

- 1) A company that provides media ideas to smaller companies.
- 2) A company of team who work to produce a specialist type of media.
- 3) A small-scale production company that works with a much larger production.
- 4) Two different media producers who co-create products.

Answer: A specialist provider is **a company or team who work to produce a specialist type of media.**

## 17 of 18 – Question 3

Which of the following products are found under the print and publishing heading?

- Books
- Newspapers
- Film posters
- Magazines
- Television sitcoms
- Music videos

Answer: **Books, newspapers** and **magazines** are products which are found under the print and publishing heading.

## 18 of 18 – End

Well done. You have completed this session on introduction to media industries.

In this session, you have looked at:

The main media industries within the media sector.

Some popular productions from these different industries.

What is meant by specialist providers.

- If you have any questions about any of these topics, make a note and speak to your tutor for more help. Labour time, cost and profit.
- Contracts, authorisation and delays.

If you are unsure about anything covered so far, make a note and speak to your tutor.