

Convergence & synergy

Film Industry Revision



The exam focus

- *The questions are very broad and can focus on one of the following areas:*
 1. Media Ownership (Media Conglomerates)
 2. Synergy & Cross Media Convergence
 3. New Media Technologies
 4. The spread of technology
 5. Technological Convergence (media gadgets)
 6. Big industries targeting British audiences
 7. Your media consumption

Media Conglomerates.

(Media Ownership)

- Massive multinational media companies who own:
- Film Studios
- TV Stations
- Record Labels
- Magazines
- Newspapers
- Books
- Internet platforms



A conglomerate has a lot of money to put into film production. They can also market their film through all of their subsidiary companies.

This practice is known as SYNERGY.

Independents

- Some producers work outside of the major studios. Often British productions are made by smaller outfits like Warp Films, working with Film 4 or the BBC to try to secure extra funding and help with distribution. Often films made this way struggle to get more than £1 or £2 million budgets and consider a success to break even, with DVD after-sales included.
- US independent film maker Orin Peli made 'Paranormal Activity' for just \$15,000. But he needed Paramount, a US major studio to distribute his film. In doing so he made over \$190 million. This shows there are exceptions to the rule that big budget films always do best...



Synergy & Cross Media Convergence

- *An example of this:*
- **Vivendi Universal** make a film in **Universal Studios**.
- It releases the film's soundtrack on **Polygram**, one of its record labels.
- The tracks can be bought online at **MP3.com**, one of its internet companies.
- The film can be downloaded on **Vivendi Telecom** phones.
- The film is then shown in its **Odeon** cinema chain.
- *Owning all of these assets makes it cheaper for the producer to make, distribute, market and exhibit the film, thus maximising profit, enabling the studio to keep making big budget films.*
- *A win-win scenario for Hollywood Studios...*



Film & New Media Technology

NOW LIVE! **LOVEFiLM.COM**

Got a PS3™ at home...?
...If so, **LOVEFiLM** just came to stay!



LOVEFiLM arrives today in **three million** more homes as the film streaming service goes live on PlayStation®3. This means thousands of titles from major studios and independents, streamed instantly to your TV via your PS3™.

HOME CINEMA? FILMS ON THE MOVE? OR IMAX 3D?

Advances in new media technology have made it possible for anyone to make films and showcase them on the internet on sites like YouTube.

We can now also watch films on phones, games consoles, digital TV on demand.

We can also see state of the art SFX on giant screens in 3D.



Digital T.V



Satellite (Sky)

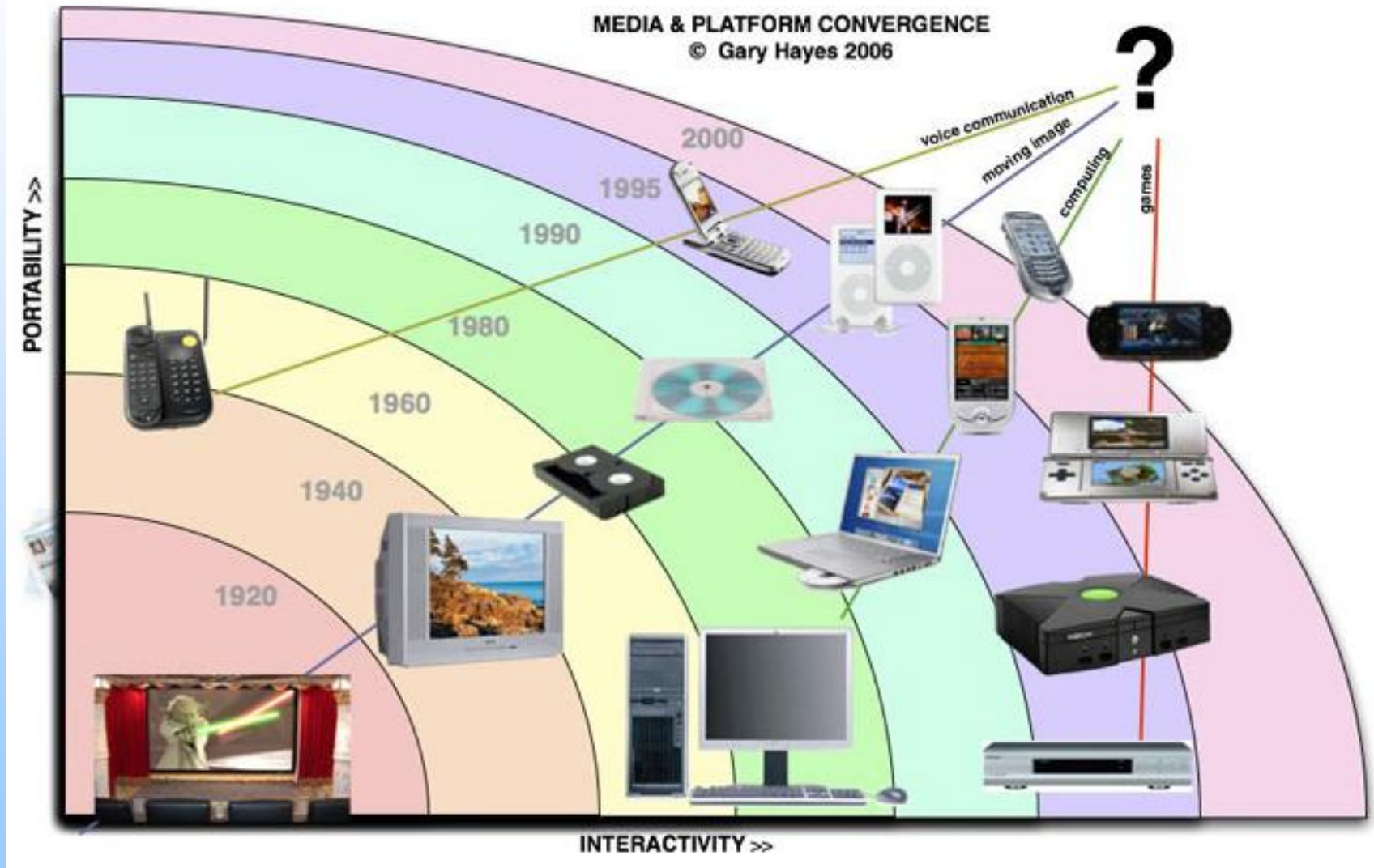
Freeview

Digital Terrestrial (Freeview)



Cable (NTL)

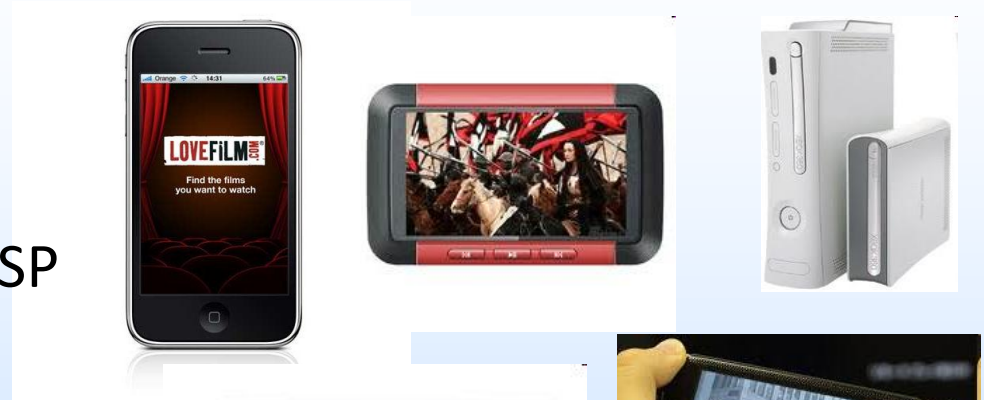
Media Convergence - Film



Technological Convergence

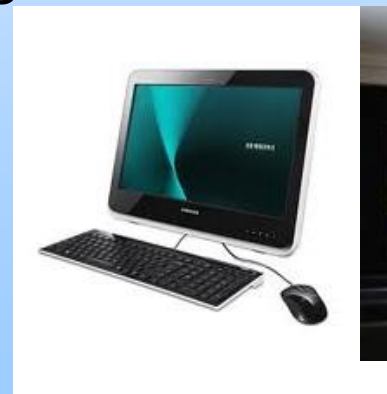
Gadgets to watch films on:

- Smart-phones (iPhone etc)
- MP4 players
- Portable Games Consoles (PSP etc)
- Laptops (Airbooks etc)



Multimedia devices, films at home:

- Games Consoles (Xbox 360, PS3 etc)
- PC (via DVD, BluRay, il/legal downloads)
- Home Cinema (Plasma TV / Projector + digital TV)



Q2 – Overview: The Production Cycle

You are expected to know what happens in each of these 4 stages of a film's life:

1. Film Production

Choose genre, director, stars, SFX, & film it!

2. Film Distribution

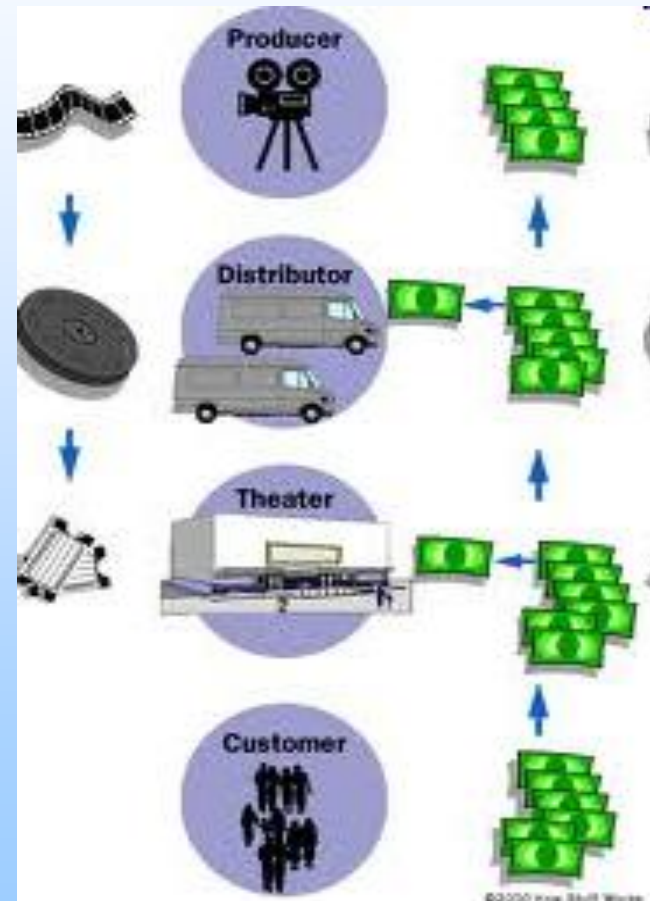
£1000 Film reels produced & sent to as many cinemas as possible

3. Film Exhibition

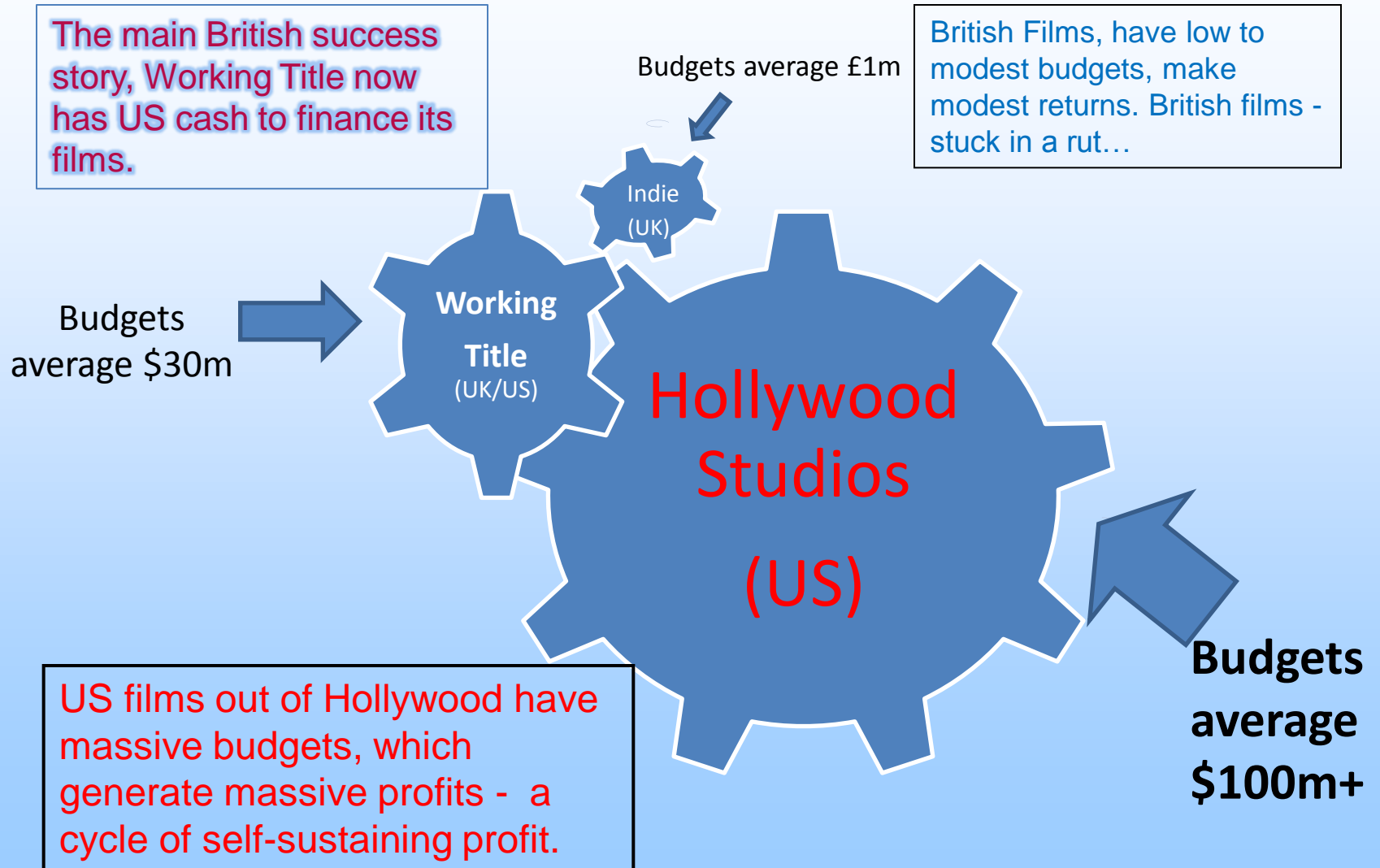
Get film into multiplexes & TV deals

4. Film Marketing

Advertise the film as widely as possible (Synergy?)



Industry Overview



Industry Overview - Examples

- Small Independent Low Budget British Film:
Genre: Social Realist Drama - **'This is England'**
Budget £1.5m, takings £1.5m.
Institutions: Warp Films + Film 4 + various small UK media companies.
- Successful UK Studio: **Working Title**
Genre: string of blockbuster Rom-Coms:
'Four Weddings & a Funeral' budget \$6m, takings \$244m
Post-Universal take-over **'Love Actually'** budget \$30m, takings \$244m.
Produced 100 films, but several non Rom-Com flops.
- Successful US Blockbuster Film(s): **'Star Trek'**
Genre: Science Fiction / Action
Studio: **Paramount**: massive marketing campaign – budget \$140m, takings \$280m+.
- Successful US Blockbuster Film(s): **'Avatar'**
Genre: Science Fiction / Action / Romance
Studio: 20th Century Fox: massive hype, digital, 3D,
massive budget \$300m, massive takings \$2.7bn.
- + *add your own case study films & studios.*
- *NB: 'Paranormal Activity' as Indie case study...*



Essay Approaches.

- *The exam board want to know what you understand about:*
- **Media Institutions:** Hollywood Studios (20th Century Fox etc.), British Studios (Working Title + Warp Films etc).
- **Media Audiences:** UK film viewers (either in cinemas, or via PC / TV / Phone etc)
- **Media Technology:** Digital filmmaking (CGI, 3D, Imax, DV-Cams), Online Films (LoveFilm, iTunes, YouTube, piracy), Convergence (gadgets to watch films on)
- **Marketing Campaigns:** How Studios advertise their films (Synergy, TV + Internet trailers, Print ads – newspapers, magazines, posters, Premieres, junkets, word of mouth, USP, merchandising etc).

ALL OF THE ABOVE NEED SPECIFIC EXAMPLES.