




Subject	Digital Media Cambridge Technical
Context	When bridging Year 11 into Year 12 for Level 3 Digital Media, there are several key areas you can focus on to prepare yourself for the upcoming challenges.
Securing	<p>Understand the ownership models of media institutions</p> <p>You will need to be able to identify and evaluate how media industries operate based on their ownership.</p> <p>Define key terminology in regards to ownership: cross media ownership, vertical integration, horizontal integration, synergy, production process.</p> <p>Key terminology questions</p> <ol style="list-style-type: none"> 1. What is a conglomerate? Can you think of any examples? 2. What is an independent company? Can you think of any examples? 3. How could independent companies be disadvantaged compared to conglomerates in regards to ownership? 4. Examples of contemporary cross media conglomerates are shown in the infographic below:
Processing	<div style="text-align: center;"> <h3>EXAMPLES OF CROSS MEDIA CONGLOMERATES</h3> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;"> <p>Disney</p>  <div style="background-color: yellow; padding: 5px; width: 100%;"> <p>KEY PROPERTIES</p> <p>ABC ESPN, Disney Channels Walt Disney Studios, Pixar Marvel Studios, Lucasfilm Walt Disney Parks and Resorts</p> </div> </div> <div style="text-align: center;"> <p>Time Warner</p>  <div style="background-color: yellow; padding: 5px; width: 100%;"> <p>KEY PROPERTIES</p> <p>HBO CNN, Cartoon Network, TNT, TBS The CW (joint venture) Warner Bros. Pictures DC Entertainment</p> </div> </div> <div style="text-align: center;"> <p>21st Century Fox</p>  <div style="background-color: yellow; padding: 5px; width: 100%;"> <p>KEY PROPERTIES</p> <p>FOX Fox News, FX National Geographic Channels (joint venture) Twentieth Century Fox, BSkyB</p> </div> </div> </div> <div style="margin-top: 20px;"> <p>Using the infographic above answer the following:</p> <ol style="list-style-type: none"> a. What is a cross media company? b. What subsidiaries does 21st Century Fox own? c. How can this type of ownership impact a conglomerate compared to an independent company? <p>5. What is the purpose of a company that is described as commercial?</p> </div>

	<p>6. The BBC is classed as a public service broadcaster. Using the article 'Inside the BBC' (http://www.bbc.co.uk/corporate2/insidethebbc/whoweare/ata glance), answer the following questions:</p> <ol style="list-style-type: none"> What is the purpose of a public service broadcaster? What is the mission statement of the BBC? How is the BBC funded? How does the BBC have cross media ownership? <p>7. What is a joint venture?</p> <p>8. Vertical integration is where a company can control the production, distribution and consumption of its products. Therefore, how can a conglomerate use this integration, compared to an independent company?</p>
Exploring	<p>Support your understanding of LO1, L02 and L03.</p> <p>Practice skills needed for LO1 through creating interactive presentation using the following websites. Web page http://prezi.com.</p> <p>Wider Reading to support L02 and L03: Five must dos for successful influencer marketing campaigns Five must dos for successful influencer marketing campaigns Media & Tech Network The Guardian</p> <p>What is Technological Convergence? Read a comprehensive explanation of what technological convergence is, its effects on hardware, internet and the advantages and criticisms. What is Technological Convergence? (with pictures) (easytechjunkie.com)</p> <p>Semiotics explained: Useful starting point for learners in applying critical understanding of semiotics in a marketing context as real case studies for well-known brands are included on website: Semiotics Explained Sign Salad</p>
Reviewing	<p>Reflect on what you have learned through this work by doing the following:</p> <ul style="list-style-type: none"> Note down 5 new things that you found most interesting What did you find most challenging and what did you feel most confident on? Write down 3 questions that you would like to ask your teacher about the topic you have focused on in this work.