

Products and Sectors

Each of the 13 **products** is produced by and used in one or more of the **sectors** of the media industry

Sometimes the same product can be used by more than one of the sectors

Products and Sectors

Each of the main sectors includes **four** main **sub-sectors**:

Traditional media

1. film
2. television
3. radio
4. print publishing

New media

1. computer games
2. interactive media
3. internet publishing
4. digital publishing

Products and Sectors

The **13 product types** are:

- Video
- Audio
- Music
- Animation
- Special effects and Visual effects
- Digital imaging and graphics
- eBooks
- Social media platforms and apps
- Digital games
- Comics and graphic novels
- Websites
- Multimedia
- AR/VR

Products and Sectors

Sometimes it's simple

Which sector does a digital game fall in?

How about an e-book?

Traditional media

1. film
2. television
3. radio
4. print publishing

New media

1. computer games
2. interactive media
3. internet publishing
4. digital publishing

Products and Sectors

But, a **video product** could be a TV programme, a movie, a YouTube video, a cut scene in a video game, or a video in an interactive product

Which sector does a video product fall in?

Traditional media

1. film
2. television
3. radio
4. print publishing

New media

1. computer games
2. interactive media
3. internet publishing
4. digital publishing

Products and Sectors

A **comic or graphic novel** could be printed, so that's print publishing. But it could be a web comic, which is internet publishing

Comics can be produced by hand, which is certainly traditional. But are increasingly produced using computers, which is new media

Traditional media

1. film
2. television
3. radio
4. print publishing

New media

1. computer games
2. interactive media
3. internet publishing
4. digital publishing

Products and Sectors

Key learning point:

Some products can be part of more than one sub-sector and can be in both main sectors



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Digital and hand-produced animation