

Sectors in the Media Industry

The media industry can be divided into two sectors. Each has four sub-sectors.

1. *Traditional media*

These are the types of media which existed before computers and the internet

There are four sub-sectors. Each is involved in the planning, production, distribution, and sometimes broadcast of products.

a) Film: this includes movies, animation and other moving image products designed for cinemas or for media such as DVDs. It can include short films as well as full-length feature films.

b) Television: includes any programme which would be first broadcast on a TV station. This includes soap operas, sports, the news, dramas, comedy programmes, etc...

c) Radio: refers to programmes broadcast on a standard radio station. This might include music programmes, news, drama, and sports commentary.

d) Print publishing: includes any product printed on paper. This includes books, magazines, newspapers, comic books etc... as well as posters, advertising billboards and so on.

2. *New media*

These are types of media which have developed since computers and the internet started to be used to create and distribute media. They have come about as technology has become more commonly used to plan, produce, and distribute media products. New media is usually accessed using a computer device.

a) Computer games: including those made for phones, consoles, or for computers. These would include simple puzzle games, simulations, and huge video games.

b) Interactive media: includes any type of media that the user is able to choose their own path through. This could include digital museum displays, menus at fast food restaurants, and virtual reality tours.

c) Internet publishing: websites, including blogs, which publish material on the internet and are accessed using web browsers.

d) Digital publishing: includes e-books, digital magazines and newspapers, and digital adverts.