

Media Industry Sectors

The **media industry** is huge and made up of all sorts of different products and companies.

To make it easier to understand, we split it up into **sectors**

The two **main sectors** are:

- traditional media
- new media

Media Industry Sectors

Traditional media includes film, television, radio and print publishing

Print publishing includes anything printed on paper - books, posters, billboards, magazines and newspapers

These industries existed before computers were used in the media industry - the first printing presses were used in 1400s

Media Industry Sectors

Traditional media includes film, television, radio and print publishing



Media Industry Sectors

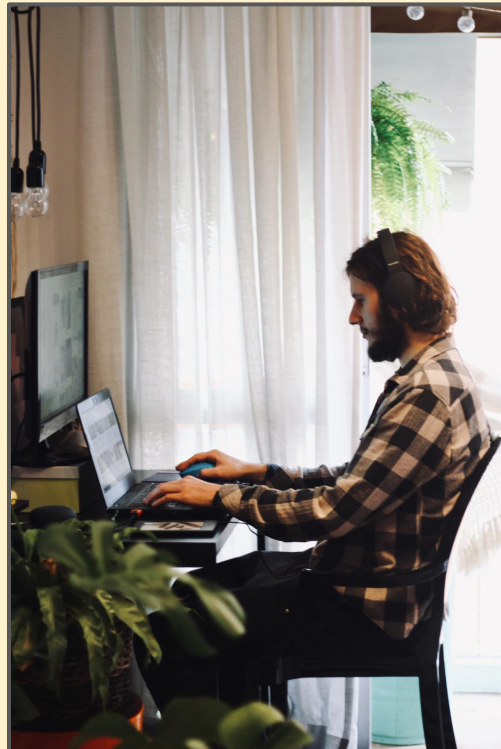
New media is the name for the types of media which have developed since computers have been widely used in the media industry

It relies on technology to make and/or consume

It includes computer games, interactive media products, internet publishing (web sites, blogs etc...) and digital publishing (eBooks, digital magazines etc...)

Media Industry Sectors

New media is the name for the types of media which have developed since computers have been widely used in the media industry



Media Industry Sectors

Each of the main sectors includes **four** main **sub-sectors** that you need to know

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

Media Industry Sectors

Deciding which sector a product belongs in isn't always straightforward

The Guardian has been published since 1821. It is obviously a **print publication** and so part of the traditional media sector, like all newspapers

But it also has a website, produces YouTube content and published using social media. So it also uses new technology and can also be part of the new media sector

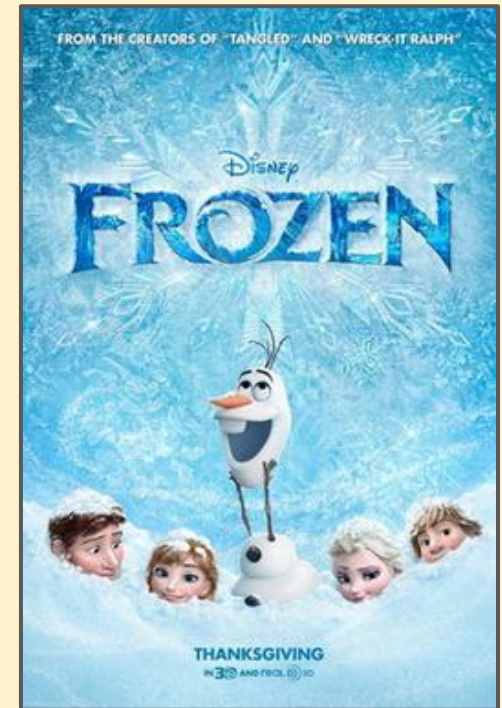


Media Industry Sectors

Deciding which sector a product belongs in isn't always straightforward

The 2013 film *Frozen* is a film and so falls into the traditional media sector

But it was created using computer animation rather than traditional animation techniques. So it uses new technology



Media Industry Sectors

Task: create a mind map to show the sectors of the media industry

The central hub should be **Media Industry Sectors**

The first set of **nodes** will be **Traditional Media** and **New Media**

For each sector, add the **four main sub-sectors** as the next level of **node**

Then add examples of **products** and **companies** at the next level (e.g. games consoles, web apps, Nintendo etc...)