Distribution platforms

Once a media product has been created, it needs to get to the audience

The product needs to be distributed to the audience

There are different ways this can happen:

1. online
2. using physical platforms
3. using physical media

Distribution platforms

1. Online:

Using apps or websites, which can include multimedia

Advantages	Disadvantages
- Users can access from anywhere on their own device - Content can reach large audiences - Doesn't require physical media to be produced, so it cheaper - Can easily be updated	- Requires fast access to the internet/data - Filesizes need to be small to be quickly streamed - Requires modern and updated equipment, which is expensive - Content can easily be stolen, infringing the copyright

Distribution platforms

2. Physical platforms:

Provided directly on computers, interactive TVs, mobile devices, or information kiosks

Advantages	Disadvantages
• Many users already have devices • Content can be downloaded or installed to be viewed later • Users know how to use physical devices such as touch screens • If devices are provided, users do no need their own (e.g. in a museum)	• Technology can become outdated and need to be replaced • If devices are provided they could be lost or damaged • Different devices need different versions of the same product (e.g. games consoles)

Distribution platforms

3. Physical media

Using CD/DVD discs, memory sticks, or paper based media

Advantages	Disadvantages
• Some products work better on paper to reach bigger audiences – magazines, papers, billboards • CD/DVD cheap to produce and widely used still • USB memory sticks are small and easy to use with different computers	• Can all be damaged and produce waste • CD/DVD require users to have suitable devices, which are becoming less common • USB memory sticks are easily lost and can be used to distribute computer viruses