No part of the candidate evidence in this exemplar material may be presented in an external assessment for the purpose of gaining credits towards an NCEA qualification.

_ 91490





Level 3 Media Studies, 2015

KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

91490 Demonstrate understanding of an aspect of a media industry

9.30 a.m. Friday 27 November 2015 Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of an aspect of a media industry.	Demonstrate in-depth understanding of an aspect of a media industry.	Demonstrate perceptive understanding of an aspect of a media industry.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should write an essay on ONE of the ten statements in this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–11 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Low Merit

TOTAL 5

INSTRUCTIONS

Choose ONE media industry that you have studied.

Write an essay discussing **an aspect of your chosen media industry**, by responding to ONE of the statements below. You may agree and/or disagree with your chosen statement.

In your discussion:

- describe an aspect of your chosen media industry
- explain how and/or why this aspect operates in your chosen media industry
- explain the **impact** of the aspect for your chosen media industry
- draw conclusions about the wider significance of the impact for your chosen media industry and/or society by including relevant, specific supporting detail from media text(s) and/or evidence from other sources.

Use page 3 to write your chosen media industry, aspect of the media industry, statement number, and to plan your essay.

Begin your essay on page 4, responding ONLY to your chosen statement.

STATEMENTS (Choose ONE)

The statements below relate to aspects of a media industry.

- **1.** Media industries wield enormous power.
- **2.** Technology is changing media industries.
- **3.** The way media industries are organised is vital to their success.
- **4.** The key to success for media industries is establishing a collaborative environment.
- **5.** Distribution is a significant factor for media industries.
- **6.** Media industries are controlled by the society in which they are created.
- **7.** Access is replacing ownership in media industries.
- 8. Media industries kill creativity.
- 9. Media industries depend on celebrities.
- **10.** Consumers are transforming media industries.

Media industry:	ASSESS USE O
Aspect of the media industry:	_
Statement number:	
ote: Responses made in this space may be used as evidence for assessment.	
PLANNING Description of this aspect of your chosen media industry:	
How and/or why this aspect operates in your chosen media industry:	
The impact of the aspect for your chosen media industry:	
The wider significance of the impact for your chosen media industry and/or society:	

The suggested maximum for your essay is 800–1000 words (5–6 pages). The quality of your writing is more important than the length of your essay.

Support your discussion by **drawing conclusions** with **relevant**, **specific supporting detail** from media text(s) and/or evidence from other sources.

Begin your essay (responding ONLY to your chosen statement) here:

New

Prior to 2015, New Zealand had little in the way of a significant internet television from base. However, as internet television grew around the world, the demand here in New Zealand began to grow.

This was demonstrated through the televisions esponse. In or Online media Areaming giant, Netflix touched down in the New Zealand on the 24th of march, 2015. Internet TU offers consumers the freedom to watch content whenever, and whenever. Therefore this new-found media avenue for consumers, specied on change our across the board For the NZ TV industry. Spark launched 'Lightbox', TUNZ created ITUNZ on Demound cte-p and Sky TV founded "Hear" Neon". If it was to exper not for the consumer demand and response recie- 10to the idea of available internet TU, the we usuld not see ruch a strong cepty from the TV industry 2015 market a charge of control as consumers regained the ability to control the direction and grow, or lack of growth in the industry. This was highely evident in the downfall of sky TU, Sky TV is a pay TU service which essentially buys The rights to shows and rebrands them and distributes these shows. Nowever this TV formet is dated and under whelming. This was seen of the first net 1655 of 8-28,701 star subscriber, the first time in the companies history. This was paired with a share loss value loss of 0.91. which further demonstrates the control of the society in which media industries spende in.

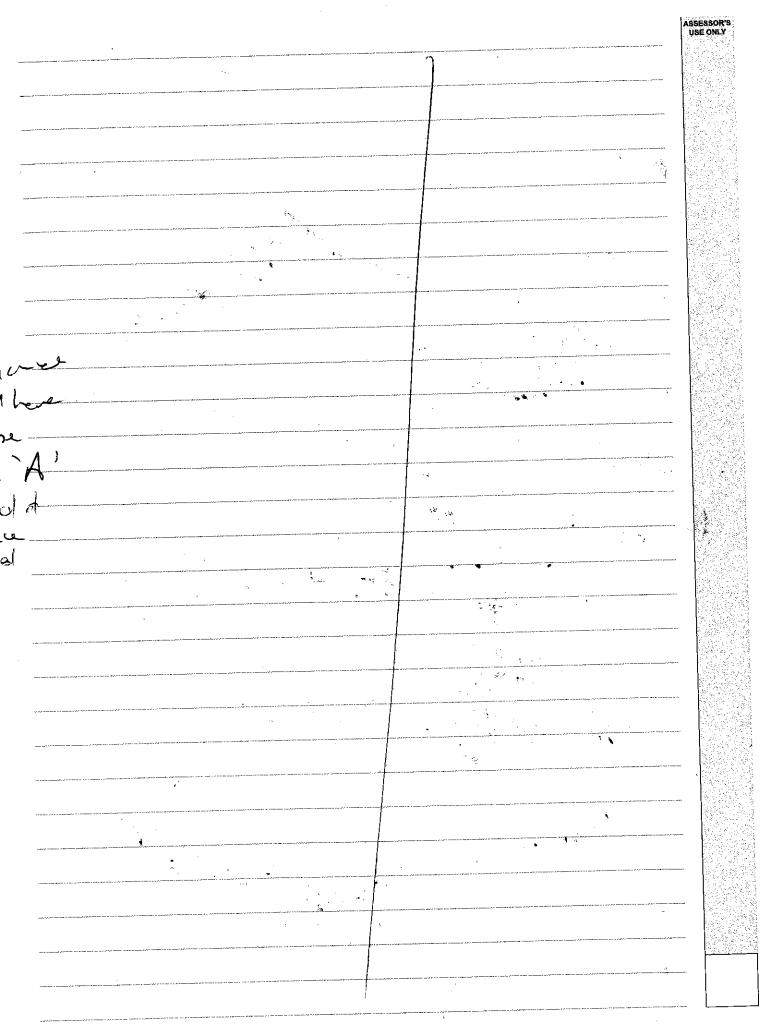
This consumer control goes beyond the NZ TV providers. The New Zealand Broadcasking Andhority as of late has tell the effects of and demand. With the rise streaming of media content, the New Zealand Broakarting Authority has been foned to review how function and operate. The authority has so no power over any content broadcast over the internet which anised political interferance. The arguement stems from the question of responsibility. Does The suspensibility for who can avers questionable content fall on the broadcaster, parents Themselves, of does the NZ Broadcasting suthority have a part to play. There questions were posed by the public this year and This triggered a governmental response. A uncestigation into whether a internet media watchdog would be benefitial was commissioned by the NZ government However this report and its findings rejected by the government. This further groves the extent to which consumer impart The New Zealand Februsion industry and the manner in which it. is Yun.

Society through its we viewing habits can not only make toimats such as ITV popular, society can also mark the decline of traditional linear broadcasters, with the regain of control of how the industry operates, society and wedia consumers have caused free-to-air and Public besice broadasting to Shuggle the immencely. This Stems from the invelocence That tree-to-air TU has now that internet TV has emerged. There has been a steady drop in viewer numbers watching free-to-air shows with a decline of 10%. in the first half of 2015. It is free-to-airs reluctance to conform to societies demands for media content which has been the driving force behind The rapid decline of this media source. Public Service broadcasting is media content which main purpose is The education of him's on our culture and rich history. However consumers have turned away from such content which has regulted in channels under as Heavilland sant and TUNZ 7 began being axed. The government's profit driver agenda has regatively impaired the content New Zealanders view. It is not only consumers but the government form of control over the operating

Media Studies 91490, 2015

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Society undertily without a doubt holds a significant control over a variety of aspects of the New Zealand, Felevision industry. This can come in the form of demand for new ways to consume content such as ITU, government influence and the decline of Public Service Broadcasting However what long-term significance does such societal control have I without access to culturally important content, New Zealanders are missing out on huge amounts of knowledge. The result will be New realander's who are unable to acknowledge or identify our cultural and historical significance. Another area of consen is that with The vast majority of content coming off-shore, at lower costs what will happen to New realand production companies. Will this industry have to cely solely on novies rather Than television? These questions with be answered in the connerg years, however there is no question over The importance and significance society holds over med talevison industries fecus on the tope Chain - needed



SUPERVISOR'S USE ONLY

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High Merit **TOTAL** ASSESSOR'S USE ONLY

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Begin your essay (responding ONLY to your chosen statement) here: film Windustry is the industry that rde pendent very easi ditteren

funded his own 41m. Also in the 90% Spike 'Lee maxed out many of his credit cords to raise \$32,000 to fund his film they Clerks. Although film equipment became a Fordelole to many people, a bigger issue many independent filmmakers facéd was distribution. Because filmmokers did not have the inflerce ato get of to, their films out to the public this ked thems not to an sell the rights to their films to larger companies. For example Columbia bought der Clerks for \$100000. By Doing so these filmmakers could potentially get their man name out and earn more weather money for another film. After Mits success in the 90's the independent film idustry became vastly known and had The attention of many people. Because of it's increasing popularity larger companies sought to capitalize on the independent film to industry After the & Smaller distributers and Almmakers such as Miranax and Querth Tarantho were gaining a lunge amount of popularity of fiction (1994) cost a total of \$2 million to de,
to make and was some areath. -to make and was some greatly a successful for the by mulety a total of \$100 million in box ofice. After the secress of Pulp Fidion Disney bought Miramax

6 input anditing.

and used it as a sub-companie for independent use only Hims. This was followed by many other of the larger Big stex film conglomerits. Sony / Distances 200 20th century Fox created Fox | Search light as their own independent film distribution company. These larger companies & began to fund smaller filmmakers who should promise. However budgets soon Hote Hollywood now had strong control of over the independent stastey industry. By owning independent companies Holly wood funded created and distributed their own independent film.
Altholywoodisson began to fund these independent films of with bobidgets as big as 840 million.
This made profitability much harder as independent
film needed to constitl for the companies funding This mass budget. Soon after the end of the 40% than began the rise of the block the buster. Huge Hollywood films with much more marketly Mont than the independent industry. Films such as & Spider-man (2001) earning \$ 100 million in the opening week inspired large Hollywood companies to turn away from the independent industry and seek out more A profit. Because of block-buster success an and Ilmited fundly many independant filmmuluers had to create films for larger Companies in order to true their own products. This made directors such us

Est Spilve Lee and Robert Rodriguez second like sellouts to their audiences for creating films such as 'Inside Job' and 'Oceans 11'. With little access to day distribution independent of the began to die down and as did independent filmmerkers.

Moving into the 2000's technology for films began to rapidly develop Films become harder to distribute at anema for independent Hommahers and local art house cinema faced shuffing down. Many due to the freet that They could not afford projection upgrades to digital projectors as it costany costed \$100,000 for upgrades done. This loss by art house chema made andteres it difficult for audiences to stay interet with a the Styles in which they followed. Loss in distribution Veraled to a loss in audence for many independent Filmmahars. Independent Alm com cont. continued to die down as Hollywood "placed Blaz Block-buster grew larger and larger. However as technology grew It also became to be a positive for the mole pendant film Irdustry. With the Malinternet becoming so to vast The his had to online distribution estes. Also condsource findly became very popular ona gites such as indiegogo and

kinds likksturter. These cound source funding sites allowed independent Alumahers to get in housely with their audiece. And it gave the audience 12(Poa chance to help others in the industry with promise to their lagaft to more receive COLSI recieve donations. The With this huge help سعد in getting these films made, independent tilmmakets needed associacy to distribute. This also came with the step up in tenhnology Online straning sites a were gainly large large popularity as prepeople could worth Rein favourité films from the combort of their homes. Independent Filmmakes now had a means of distribution Through these large websites where their audieces could watch their forwarite films with ease and whenever they wasted. The independent industry needed to survive in a capital steeten, economy economy and which controlled a large amount of the media industry. However through the years has once again garned stability, through the use of social media and the upsis uprishing in on the streaming and zoon and crowd source funding. 7 uske the historical'strick

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