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3

91490



914900



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

Level 3 Media Studies, 2015

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

ASSESSOR'S USE ONLY

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: _____

Aspect of the media industry: _____

Statement number:

Note: 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:

Low M5

4

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.

ASSESSOR'S
USE ONLY

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

Topic The New Zealand Television industry is a complex and everchanging industry which is ultimately controlled by the society in which they are created. The New Zealand television industry is ~~was~~ comprised of free-to-air tv, Pay TV and more recently, internet TV. The society in which the media industry is created hold significant power in the form of consumer demand. Presently, this is causing immense changes within the NZ Television industry due to a shifting consumer demand: consumers now value flexibility and variety in their viewing patterns. This demand shift has caused rapid and unseen transformations in this NZ industry.

Clear direction to topic

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

This was demonstrated through the television response. In ~~an~~ Online media streaming giant, Netflix touched down in ~~the~~ New Zealand on the 24th of March, 2015. Internet TV offers consumers the freedom to watch content whenever, and wherever. Therefore this new-found media avenue for consumers, spurred on change ~~across~~ across the board for the NZ TV industry. Spark launched 'Lightbox', TUNZ created 'TUNZ on Demand' and Sky TV founded ~~the~~ 'Neon'. If it was not for the consumer demand and response to the idea of available internet TV, ~~then~~ we would not see such a strong reply from the TV industry. 2015 marked a change of control as consumers regained the ability to control the direction and grow, or lack of growth in the industry. This was highly evident in the downfall of Sky TV. Sky TV is a pay TV service which essentially buys the rights to shows ~~and~~, rebrands them and distributes these shows. However this TV format is dated and underwhelming. This was seen in the first net loss of ~~£2~~ £8,701 ~~to~~ subscribers, the first time in the company's 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 operate in.

an attempt to explain reason for change - not convincing

Stats

This consumer control goes beyond the NZ TV providers. The New Zealand Broadcasting Authority as of late has felt the effects of consumer choices and demand. With the rise of online streaming of media content, the New Zealand Broadcasting Authority has been forced to review how they function and operate. The authority has ~~no~~ no power over any content broadcast over the internet which has caused political interference. The argument stems from the question of responsibility. Does the responsibility for who can access questionable content fall on the broadcaster, parents themselves, ~~or~~ does the NZ Broadcasting Authority have a part to play. These questions were posed by the public this year and this triggered a governmental response. A investigation into whether a internet media watchdog would be beneficial was commissioned by the NZ government. However this report and its findings were rejected by the government. This further proves the extent to which consumers can impact The New Zealand Television industry and the manner in which it is run.

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Society, through its ~~use~~ viewing habits can not only make formats 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 media consumers have caused free-to-air and Public Service Broadcasting to struggle ~~more~~ immensely. This stems from the irrelevance that free-to-air TV 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-air's reluctance to conform to society's 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 kiwis on our culture and rich history. However consumers have turned away from such content which has resulted in channels such as Heartland ~~and~~ and TVNZ 7 ~~begin~~ being axed. The government's profit driven agenda has negatively impacted the content New Zealanders view. It is not only consumers but the government which have a form of control over the operating media industries.

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Society ~~undoubtedly~~ without a doubt holds a significant control over a variety of aspects of the New Zealand Television 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? Without access to culturally important content, New Zealanders are missing out on huge amounts of knowledge. The result will be New Zealanders who are unable to acknowledge or identify our cultural and historical significance. Another area of concern is that with the vast majority of content coming off-shore, at lower costs, what will happen to New Zealand production companies. Will this industry have to rely solely on movies rather than television? These questions will be answered in the coming years, however there is no question over the importance and significance society holds over ~~media~~ television industries.

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- A clear focus on the topic chosen - needed more depth in analysis.

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High
Merit

TOTAL

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ASSESSOR'S
USE ONLY

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

The independent film industry is the industry that resides outside of the big six Hollywood media corporations. These are Warner Bros, ~~Disney~~, Disney, Universal, Columbia, Paramount and Sony. The independent industry works outside the larger Hollywood industry, however must adapt to a ~~capital~~ capitalist economy so in order for distribution every film must show promise. The independent industry targets specific audiences whom are attracted to specific styles and ideas giving the ~~rest~~ industry a likeable amount of creativity. ~~Introduction to Topic of distribution in film.~~

The independent industry began to rise to the surface in the 90's. This era was when film equipment became very easy to ~~one~~ get a hold of. The production of 16mm film began to rise and prices for filmmaking became affordable to many ~~to~~ people who aspired to become filmmakers. In the 90's famous filmmaker Robert ~~to~~ Rodriguez would volunteer as a test subject for different medical drugs in order to fund his film El Mariache. Earning a total of \$7000, he independently

funded his own film. Also in the 90's Spike Lee maxed out many of his credit cards to raise \$32,000 to fund his film do the Clerks. Although film equipment became affordable to many people, a bigger issue many independent filmmakers faced was distribution. Because filmmakers did not have the influence to get their films out to the public this led them to ~~do~~ sell the rights to their films to larger companies. For example Columbia bought do the Clerks for \$100,000. By doing so these filmmakers could potentially get their ~~name~~ name out and earn more ~~work~~ money for another film.

After ~~the~~ its success in the 90's the independent film industry became vastly known and had the attention of many people. Because of its increasing popularity larger companies sought to capitalize on the independent film ~~industry~~ industry. After ~~the~~ smaller distributors and filmmakers such as Miramax and Quentin Tarantino were gaining a huge amount of popularity all over the globe. Tarantino's film 'Pulp Fiction' (1994) cost a total of \$2 million to make and was ~~very~~ greatly successful ~~later~~ by making a total of \$100 million in box office. After the ~~see~~ success of 'Pulp Fiction', Disney bought Miramax

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and used it as a sub-company for independent films. This was followed by many other of the larger Big six film conglomerates. Sony ~~Pictures~~ ~~20th~~ century Fox created 'Fox Searchlight' as their own independent film distribution ~~company~~ company. These larger companies began to fund smaller filmmakers who showed promise. However budgets soon ~~to~~ Hollywood now had strong control ~~of~~ over the independent industry. By owning independent companies Hollywood funded, created and distributed their own independent film. ~~After~~ Hollywood ^{companies} soon began to fund these independent films with budgets as big as \$40 million. This made profitability much harder as independent film ~~needed to earn~~ ~~still~~ for the companies funding this mass budget. Soon after the end of the 90's ~~then~~ began the rise of the block~~bo~~-buster. Huge Hollywood films with much more marketing ~~than~~ 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 profit. Because of block-buster success ~~and~~ and limited funding many independent filmmakers had to create films for larger companies in order to fund their own ~~products~~ products. This made directors such as

~~as~~ Spike Lee and Robert Rodriguez seem like sell outs to their audiences for creating films such as 'Inside Job' and 'Oceans 11'. With little access to ~~the~~ distribution independent film began to die down ~~and~~ as did independent filmmakers.

Moving into the 2000's technology for films began to rapidly develop. Films became harder to distribute at cinema for independent filmmakers. ~~and local art houses~~ Along with this many ~~local~~ local 'art-house' cinema faced shutting down. Many due to the fact that they could not afford projection upgrades to digital projectors as it ~~costing~~ costed \$100,000 for upgrades alone. This loss in art house cinema made ~~and~~ it difficult for audiences to stay intact with the styles in which they followed. Loss in distribution led to a loss in audience for many independent filmmakers. Independent film ~~can~~ continued to die down as Hollywood 'block-buster' grew larger and larger. However as technology grew it also became to be a positive for the independent film industry. With the ~~the~~ internet becoming so vast this led to online distribution sites. Also crowdsource funding became very popular and sites such as indiegogo and

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Media Studies 91490, 2015

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1 with evidence for
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