SECTION B  QUESTION 2

CANDIDATE A

Film.
Technological convergence has become a big part of the British film industry, due to the ever-changing and modernising world. The new technologies have changed social patterns and ways of doing things in the UK, and the film industry is being affected here. There are both positive and negative effects of modern change, that the film industry has to move along with in order to compete with other media platforms.

Firstly, there are obvious huge benefits in the production of films with the technology available. 'Women Brother' Rock 'n' Rolla' (2007), was directed by Guy Ritchie - 2007, was shot entirely in HD - a new digital format allowing for greater resolution and making the overall picture quality more real. Camera equipment is smaller and more compact, whilst digital cameras and tapes are quick and simple to use in comparison to old film reel. Take Wynne, an independent British film director, has experienced this when filming his 15-minute film 'DID (Dissociative Identity Disorder). Able to shoot on old film, but having the technology to transfer the film to digital tape via laser, and edit it on a programme called Avid, removing rain and snow in the film shot in North Wales, straight from his bedroom. He used software called Baselight to amplify resolution by 1000 and the film was played on super widescreen to make it cinematic. It is so easy for independent amateur film-makers to compete in the modern day.

However, technological convergence has more benefits in the institutions themselves. I will use Working Title's 'The Boat that Rocked' (2009) directed by Richard Curtis - 2009, as an example of a British film. Working Title is owned by Universal, a worldwide super film company. This allows Working Title greater budgets for films. For TPTR, the film was produced with big name actors, so needed a big
Marketing campaign in the UK, and Universal were able to provide
this more than for most British films, because Universal can bank
out into other areas of its company (convenience). An example of this
was on the film website, with links to Vivendi-owned mp3.com
(vivendi own Universal), advertising the film soundtrack with 65
music and appeal for the UK audiences for a film about rock music.
Universal had access to film studios, music recording under its
record label, hundreds of Vivendi-owned magazines for exposure
and the Odeon Cinemas (owned by Universal) where direct advertising
for the film was key. Synergy was used highly in the distribution
and exposure of the film.

Furthermore, technology is a huge factor in a films
marketing campaign. ‘Rock’n’Rolla’ (RNR) used a well-
campaign by email with the slogan, ‘are you a Rock’n’
Rolla?’ With today’s world, most people use
computer, so it was easy for this email to spread
quickly, directing people to the website. Warner Brothers
used the film website as the centre of everything, containing
links to Amazon.com for DVD sales of the film, the soundtrack
automatically playing, and lots of available download
of movie video clips and fun widget (game) to do with
the film). These can be downloaded and transferred to ipods,
phone or mobile phone, attracting youth and indie-rock lovers
through iTunes. This was important for RNR, a gangster
film with a British rock music niche attached to it through
the rockstar character, Johnny Squid. They appealed to this
audience more using the technology used by youth today.

The main benefits for distribution and exhibition
in a British film industry moving with new technology
is the speed of the whole distribution process. For
example, ‘The Phoenix cinema’ in East Finchley, north London,
is an independent cinema attracting an older 50s middle class
Female andarty audience through alternative interesting films
Such as ‘I loved you so long’ - a romantic French film. The
Phoenix is able to diversify and attract new audiences with
new technologies such as D/cinema, replacing old 35mm
reels. Digital film is easily sent by distributors and passed
on from one cinema to the other as the digital copy of the
film is copied onto the cinema hard drive. This is great
for distributors who do not have to create a big 35mm
film reel print for each individual cinema. For the
Phoenix, they can store far more films in a small
projection room for occasions such as kids birthday
parties, old classic movie days and silent movie days
(appealing to film fanatics). There is also a satellite dish on the cinema
roof, able to pick up signals from live sports and music
canics (such as a Rolling Stones gig in advertising
their film ‘Shine a Light’), appealing to a more mainstream
audience.

The main exhibitors in the UK are multiplex
cinemas such as the Vue, and they also have to keep
up with the new age of technologies. There is a growing
worry for film exhibitors in the UK that audiences will
be lost with new portable converged technology such
as the PS1. It is quicker and easier for people (especially
young people) to download films onto their iPods or
mobile phones and watch them at convenient times, on
buses or in cars, or even just in their bedrooms on
the computer. This is more appealing than going to the
cinema and more time-saving in an on-the-move, busy
Britain. Furthermore, new technologies have caused the
big issue of piracy, with films available on the
worldwide web on sites such as ‘Pirate Bay’,
Before the film is even released in the UK. The siteickets
recorded in the States (that are released generally before
the film is even released in the UK). Software such as Spatify allows for legal
streaming of movies, and all these alternative ways of
watching films could lose audiences for cinema.

Gower, booking access online and deals such as 'Orange
Watchdays', using Orange mobile phones to get half price
cinema tickets on Wednesdays. Cinema also send films
the chance to make films take place. Also D-cinema increased
independently in cinemas such as Vue and Empire.

Traditional cinema business such as Jingles cinema to ease
Tecnological convergence made it easier for
theatres such as Vue and Empire to converge.

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blu-ray disks. The Blu-ray disk has been inserted against piracy containing self-destructing
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to create a good marketing campaign. Quoitz was lucky
with TO as they had Kiera Knightly, a British star, so
Pathé got on board to finance the UK marketing campaign,
targeting particularly over 30’s females. This was done
easily via the website, with a symbiotic relationship
with the National Trust (because of the filming location
at stately homes) allowing for links to websites of
historical heritage sites in the UK on the film website.
There was also a link to the website of author of ‘The
Duchess’ book: ‘Amanda Foreman, upon which the film
was based. The internet has made it easier for smaller
corporations in the UK to specifically target niche
audiences such as these.

In conclusion, technological convergence has hit
the British film industry in many ways. Large
companies such as Working Title have big financial
backing from film companies such as Universal,
so Universal used all its branches to distribute and
expose Working Title films in the UK via vertical
integration and synergy. Smaller companies such as Quoitz
films can compete with the right backing (such as from
Pathé) by targeting their specific niche audiences through
across platform marketing campaign (similar to Warner
Brothers’ ‘Rock’n’Rolla’) and a film website with links.
However, the lower budget of these films effects the
production with less money for films special effects
and CGI (so most British films are more realistic).
As for distributors and exhibitors, the whole process of
exposing and screening films is made easier by new
technologies such as Digital cinema, but this has also allowed
for more competition from amateur film-makers who
can reach exposure digitally or on the internet, the internet
and DVD-ripping equipment has also increased the risk of piracy and evidence are being lost through new ways to view films. This is becoming harder and harder for the film industry to combat. However, in defense of the film exhibitors, I will finish with a quote from Paul Homes (Chief Executive at the film industry) — "so far we are keeping up with the new age, and even with changing technologies, I think there will always be a place for cinema in the hearts of the British public, as cinemas provide viewing quality, a warm atmosphere and a social expression experience that beats that of any other media platform — it’s a tradition in this country."
Section B Question 2
Institution and Audience

Examiners comment - Candidate A

The candidate has written a lengthy response to the question. The chosen area of study is film and in particular a focus on the **British Film Industry**. The candidate’s response in the opening paragraph has a clear statement to address the question set and this is the key to this level four script.

On page 6, the candidate examines film production, using the example of ‘Rock n Rolla’. The candidate then examines the significance of technology for a smaller independent film producer.

Using contemporary examples and worked case studies, in this instance ‘The Boat That Rocked’; the candidate examines the institutional benefits of technological convergence, using websites and other cross media links, such as Warner Bros ownership of MP3.com, to sell the movie soundtrack. The candidate’s analysis is linked to the key concept of **synergy** in marketing strategies, at the end of paragraph one, on page 7.

Importantly, the cross media links or ‘interconnectedness’ of different media areas is examined through **digital distribution**, with the use of sustained examples. The candidate was very well prepared to address the question. The candidate also discusses the benefits of technological convergence in terms of distribution and cost to the institution and also the issue of availability for the audience on page 7.

The candidate, in a very informed argument, then compares the Hollywood release to the current state of British film production, for example the practices of the Phoenix Cinema and how they benefit from technological convergence. There is a more developed and sustained discussion of home entertainment, on page 8, with the use of Sony’s PSP and the ability for home cinema consumers to download movies at their convenience. The candidate has an astute understanding of **technological convergence**, when they start to mention the use of streaming software and the role mobile technologies have for viewing films.

The candidate then evaluates and assesses the impact that new technology has on independent film making for British audiences (p8-9) through the use of the internet to target niche audiences, for example paragraph one at the top of page 10.

The candidate additionally examines the negative implications of convergent technology through the use of increased movie piracy and the problems that the industry faces with this.
This candidate’s response is excellent and detailed. As an answer for question 2 on film and technological convergence this script would be awarded full marks.