

## LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

05875 Unit 25: Research for product development

### January and June 2020

## PRE-RELEASE

Please write clearly with black ink.

Centre number

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Candidate number

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First name(s) \_\_\_\_\_

Last name \_\_\_\_\_

Date of Birth

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### INSTRUCTIONS FOR TUTORS

- This pre-release task must be undertaken by candidates ahead of the external examination. There is no time limit window for undertaking this task but it must be completed in good time for the written examination.

### INSTRUCTIONS FOR CANDIDATES

- Complete all parts of the task.
- In the written examination you will be required to draw on your findings from this task in order to answer the questions.
- Be sure to keep a clear record of your findings while you undertake the task.
- In preparation for the written examination, you may summarise your research findings on the 2 lined pages only in this booklet and take this booklet into the examination with you. You will be required to hand in this booklet with your examination paper at the end of the examination.

### INFORMATION

- This document consists of **5** pages.

## Pre-release project brief

### Unit 25: Research for product development

ScorpiusTV is a British sports television channel that specialises in producing and distributing sports documentaries. ScorpiusTV can be accessed by a commercial on-demand service or via cable and satellite broadcasting. ScorpiusTV has been approached by the international car racing competition, Formula Auriga, to make a documentary about the winners and racing legends of Formula Auriga from the 1970s and 1980s. The working title of the documentary is 'Auriga Legends'. It is planned that the programme will be aired pre-watershed at 8.00 pm and then audiences can access the content on demand from the ScorpiusTV on-demand service.

You have been successful in gaining an internship with ScorpiusTV and they have asked you to help research the content for the documentary. Your first job is to help with the research of the content for the documentary and the early planning for the marketing campaign. ScorpiusTV also expects there to be test footage to show potential sponsors of the documentary.

Your research role has three parts:

#### 1. **Gathering information to plan and develop the production of 'Auriga Legends'.**

The key areas that you should research are:

- Audience requirements
- Research sources that provide information about racing drivers in the 1970s and 1980s
- Research that provides information about the conventions of sports documentaries and racing car programmes
- Archive content that can be used as part of the documentaries
- Specialists in the racing car industry that can be interviewed as experts
- Broadcast, scheduling and distribution opportunities
- Opportunities for possible sponsorship
- Budgeting
- Timescales
- Potential archive
- Equipment
- Legal and ethical considerations

#### 2. **The production processes involved in creating the first show of 'Auriga Legends'.**

The key areas that you should research are:

- Production methods
- Milestones
- Job roles
- Production paperwork
- Content
- Filming locations
- Scheduling of interviews
- Use of archive footage and broadcast rights
- Risk assessments and recces of locations
- Contingency plans
- Conducting screen tests with audience members

### 3. Launching the first show of 'Auriga Legends'.

The key areas that you should research are:

- Above the line advertising methods
- Below the line advertising methods
- Marketing materials used to attract potential sponsors and audiences
- Gaining audience feedback on content
- How to develop the concept for future documentary productions



