



Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

January and June 2023

PRE-RELEASE

Please write clearly in 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

- Complete all the parts of the task.
- You will use your findings from this task in the exam.
- You can summarise your findings on the 2 lined pages in this booklet and take it into the exam.
- At the end of the exam, hand in this booklet with your exam paper.

INFORMATION

- This document has **4** pages.

ADVICE

- Keep a clear record of your findings as you work through the task.

Pre-release research brief

Unit 25: Research for product development

BestFilmUK are a new on-demand video streaming service, specialising in films and TV programmes made in the UK. BestFilmUK's target audience is social grade ABC1 over the age of 12. The streaming service will be subscription based and cost £3.99/month.

BestFilmUK also make their own original content, specialising in social realist films. The first film produced by BestFilmUK will be about the struggles of a group of teenagers living in an urban city environment. The area they live in was once a happy community, but after a large manufacturing company closed there were job losses in the area.

You have been employed by BestFilmUK as an intern, to work on the launch of the new streaming service and the production of original content. Your first job is to help with the research and planning of the launch and the first social realist film so that the original production will be successful.

BestFilmUK hope to work in partnership with technology companies that make television sets, tablets, laptops, and mobile phones.

Your research role has three parts:

1. Gathering information to plan and develop the original content of BestFilmUK.

The key areas that you should research are:

- Audience requirements
- British actors that star in social realist films
- Distribution opportunities
- Equipment
- Legal and ethical considerations
- Potential filming locations of social realist films
- Research sources that provide information about the content and conventions of social realist films

2. The production processes involved in creating original content for BestFilmUK.

The key areas that you should research are:

- Conducting screen tests with audience members
- Contingency plans
- Filming in a studio and on location
- Job roles
- Milestones
- Production methods
- Production paperwork
- Risk assessments and reces for filming in a studio and on location

3. Launching the streaming service.

The key areas that you should research are:

- Above the line advertising methods
- Below the line advertising methods
- Gaining audience feedback on content and distribution
- Marketing materials to the target audience

