

The Media Business

The media industries are part of the creative industries sector, which is one of the UK's most successful sectors. Media industries include: advertising and marketing; film; interactive media; popular music; print/publishing; radio and television among others. The media industries employ over one million people and contribute substantially to the UK economy.

Advertising and Marketing



- Developments:**
- New technologies have led to the growth of different media advertising opportunities and new markets are emerging.
 - Digital and interactive media are growing in importance.
- Employment:**
- 21 500 people are working in advertising.
 - 17% of the workforce is self-employed.
 - 52% of the workforce has a degree qualification.
- Skills gaps:**
- Creative and IT roles, linked to growing digital and interactive media.
 - Communication planning, Intellectual Property and the ownership of ideas.
 - Organisation and logistics; management and leadership.

Film



- Developments:**
- Digital HD (High Definition) and 3D cameras require new production and post-production skills, from set lighting to new design and make-up demands.
 - As digital projectors replace film equipment in cinemas, new skills are required of projectionists and exhibition staff.
- Employment:**
- The UK film industry employs around 28 000.
 - 62% work in exhibition, 34% in production and 4% in distribution.
 - In film production, 91% of the crew are freelancers and just 9% are employees, whereas all of those in cinema exhibition and film distribution are employees.
- Skills gaps:**
- Craft, technical and production skills remain in demand.
 - Individuals with a sophisticated understanding of how the different sectors of the industry interrelate and have awareness of the impact of new technologies.

Interactive Media



- Developments:**
- Rapidly evolving industry encompassing: web and internet; computer gaming; mobile content; interactive TV.
 - As interactive media products become more sophisticated, their development increasingly has greater overlap with the software and IT sector.
- Employment:**
- The industry employs around 40 000 people. It is heavily reliant on freelancers and contractors, who are estimated to account for 21% of the workforce.
 - 46% of companies employ 1–5 people. Only 3% of companies have more than 50 people working for them.
 - Highly qualified workforce, with 80% having a degree.
- Skills gaps:**
- The industry needs the right mix of creative and technical thinking.
 - Awareness of how products and content can be created across multiple platforms is vital, as is the way intellectual property can be used beyond its original medium.

Popular Music



- Developments:**
- Digital Technology – ranging from the convergence of product delivery on digital platforms, to the ease with which new music can be created and marketed globally.
 - Intellectual Property – with new distribution channels, challenges arise in the ways audiences access music.
- Employment:**
- There are 102 220 people working in the music industry, with 25% of the workforce located in London.
 - 46% of the music workforce is self-employed.
 - 36% of those working in the music industry have at least a degree qualification.
- Skills gaps:**
- Management skills; sales and marketing skills.
 - IT and digital skills; negotiation skills; performing skills.

Print/Publishing



- Developments:**
- Impact of new technologies, particularly mobile technologies and how to take advantage of multi-platform publishing opportunities.
 - Developing content for different formats and selling that content in new and emerging markets in the UK and internationally.
- Employment:**
- Over 200 000 people are employed in the industry. The main geographical area of employment is London and the South East.
 - 12% of the workforce is self-employed, but some sub-sectors rely more heavily on freelancers than others.
 - Half of the workforce hold a degree or equivalent qualification.
- Skills gaps:**
- Strategic analysis of e-publishing opportunities; creative digital marketing; multi-media journalism; Intellectual Property rights.
 - High-end business management and leadership skills needed to develop and drive creative and commercial strategy.
 - Technical skills need constant updating in light of new technologies.

Radio



- Developments:**
- Radio is undergoing a digital revolution.
 - Characterised by a small number of large radio groups and a large number of smaller groups and independent stations.
- Employment:**
- Highly skilled and well-qualified workforce, two thirds are graduates.
 - A quarter of the workforce is freelance or employed on contracts of less than a year.
 - Majority of 23 000 strong workforce is based in London.
- Skills gaps:**
- Business management and leadership skills needed to develop and run the commercial elements.
 - Creative and technical production skills need constant updating because of developments in new technology.
 - Radio engineers with the skills required to meet the demands of a changing industry.

Television



- Developments:**
- Traditional TV business models challenged by audience fragmentation.
 - The rapid growth of the internet and interactive media competing for audiences and revenues is a continuing challenge.
- Employment:**
- 56 000 employed in the industry, two thirds are graduates.
 - High proportion of freelance and short-term contract working. Unpaid working is still common, with around 50% of the workforce having worked without pay at some point.
 - 62% of the industry is based in London.
- Skills gaps:**
- People with commercial skills and entrepreneurial talent needed for a sector that must compete globally.
 - Creative and talented people with great ideas and the talent to realise them.
 - There are skills needs around management and leadership throughout the industry.

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