



Television in the Global Age

An Introduction

Television is one of the three industries studied in Component 2 at AS and A Level.

Television in the global age

- Television has changed considerably since the advent of digital technology in terms of its production, distribution and consumption. It has become a global, rather than a national industry and has become increasingly commercial, with public service broadcasting forced to adapt its structure, role and function. International co-production is growing and broadcasters such as HBO have achieved global success.
- Broadcasters are now “narrowcasters”, with multiple channels targeting different (sometimes more niche) audiences.
- Audiences consume television texts in a variety of ways as the industry has increased portability via new platforms (tablet, mobile phone) and patterns of consumption have changed alongside this (the box-set & binge-watching, on-demand and catch-up, Netflix, Amazon etc.).
- Interactive social media channels such as You Tube have increased accessibility for the ‘prosumer’ audience, and social media and viral promotion have become a crucial part of marketing television texts.

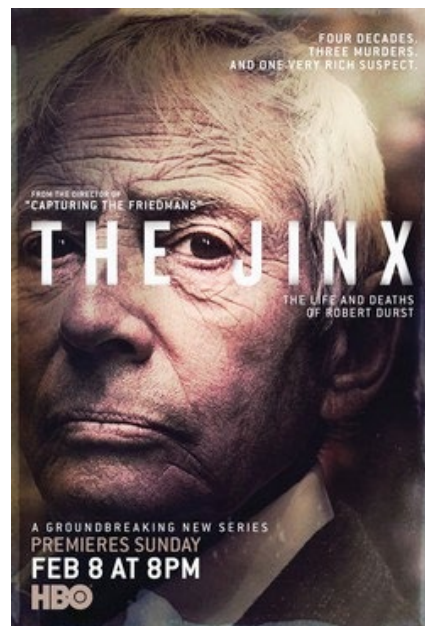
You must consider television and your texts in terms of: This should be linked where relevant to

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| <ul style="list-style-type: none">• Media Language• Representations• Media Industries• Audience | <ul style="list-style-type: none">• social,• cultural,• economic,• political and• historical contexts. |
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The Jinx: The Life and Deaths of Robert Durst

- 'The Jinx: The Life and Deaths of Robert Durst'
- Series 1, Episode 1 (2015)
- Original Broadcaster : HBO February 8 – March 15, 2015
6 episodes
- Blumhouse Productions and HBO Documentary Films
- HBO documentary mini-series
- Written by Andrew Jarecki, Marc Smerling, and Zachary Stuart-Pontie
- Directed by Andrew Jarecki (*Capturing the Friedmans*, *All Good Things* – about Durst)



Television History

- *Imagine UK* - Season 7 Episode 9 - And Then There Was Television Dec 19, 2006
<https://www.youtube.com/playlist?list=PLD511F39E7FF8C5BC>

Watch the documentary and answer the following questions:

- Why are Lord Reith and John Logie Baird so important in terms of the development of TV?
- How did television develop during the 1930's?
- What was the impact of WW2 on TV, especially Post War?
- What television genre developed during the late 1940's and into the 1950's?



HBO

- <http://www.hbo.com/about/index.html>
- Founded in 1972
- Subsidiary of Time Warner
- The world's most successful pay TV service providing 2 television services – HBO and Cinemax – to approximately 127 million subscribers worldwide
- HBO services are available in more than 50 countries and reach over 35 million subscribers. Currently HBO International has interests in HBO Services in Asia, South Asia, Central Europe and Latin America.
- HBO Now – streaming service
- HBO Go – portable streaming - computer and select mobile devices, tablets, streaming players, game consoles and connected TVs.



HBO began developing original programming in the 1990s, e.g. *The Larry Sanders Show*, *Sex & the City* 1998 and received acclaim for *The Sopranos* in 1999.

Other successes include:

The Wire (2002)

True Blood (2008)

Game of Thrones (2011)

True Detective (2014)

On October 22, 2016, AT&T reached a deal to buy Time Warner for over \$80 billion. If approved by federal regulators, the merger would bring Time Warner's properties, including HBO, under the same umbrella as AT&T's telecommunication holdings, including satellite provider DirecTV.



HBO

Use the interactive resource to look at the HBO website. What other programmes are you familiar with?

What makes a HBO product – does it have a house style/brand?

