



Television in the global age

An introduction

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



- 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:

- Media Language
 - Representations
 - Media Industries
 - Audience
- This should be linked where relevant to
- social,
 - cultural,
 - economic
 - political and
 - historical contexts.



Humans

- ‘Humans’
- Series 1, Episode 1 (2015)
- Original Broadcaster : C4/aMC (UK/US)
- Co-production between C4- commissioned Kudos Film & TV, distributors Shine Ltd and aMC in the US
- Based on the Swedish series “Real Humans” which ran for 20 episodes across 2 seasons
- C4’s highest-rated drama since 1992. 2 series of 8 episodes each.



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:

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

Channel Four

- Launched in 1982 with an alternative programming remit

Research Channel 4.

Use the link below

Channel 4 in a nutshell

http://www.channel4.com/media/documents/corporate/annual-reports/C4_Creative_Greenhouse_2015.pdf





PSB ecology

The UK broadcasting ecology is the result of enlightened intervention by politicians and regulators. It's a carefully balanced mix of different organisations, with different missions, business models and governance structures that has made UK broadcasting a worldwide success.



Channel 4 in a nutshell

Our twin goals are to fulfil our remit and to be commercially self-sufficient

Statutory public service remit – 15 elements, including

- 1 Be innovative and distinctive
- 2 Stimulate public debate on contemporary issues
- 3 Reflect cultural diversity of the UK
- 4 Champion alternative points of view
- 5 Inspire change in people's lives
- 6 Nurture new and existing talent

Social enterprise model

- 1 Commercially funded by advertising
- 2 Non-dividend: all surplus goes back into content
- 3 'Robin Hood' system of profit-making genres such as factual entertainment cross-funding loss-making ones like News and Current Affairs

Publisher-broadcaster

- 1 No in-house production – unlike the BBC, ITV or Sky
- 2 100% of UK programmes commissioned from UK production companies
- 3 Supports wide range of companies across the Nations and Regions
- 4 Works with large number of SMEs

State-owned public service broadcaster

- 1 Established as a statutory corporation
- 2 Unitary Board, majority of non-executives (appointed by Ofcom)
- 3 Regulated by Ofcom
- 4 Subject to 16 licence quotas and other requirements, including:
 - News and Current Affairs
 - UK commissioned programmes
 - Out of London commissioning
 - Access services e.g. subtitling

Look at the link to C4's "Creative Greenhouse" Report – particularly pages 4 and 5, and answer the questions

- Is C4 a public service broadcaster?
- Is C4 a profit-making organisation?
- Is C4 commercially funded through advertising?
- Is C4 regulated by Ofcom?
- Does C4 have in-house production facilities?
- What is meant by C4's "Social Enterprise" or "Robin Hood" model?
- List 6 of C4's key public service elements

aMC are an American media company, part of aMC Networks; they were originally American Movie Classics with a focus on classic film, but rebranded in 2009 with the slogan "Story Matters Here" and have produced some of the most successful of TV series, including 'Mad Men', 'Breaking Bad' and 'The Walking Dead'.



They came into the deal on 'Humans' after Microsoft closed C4's original partners X-box Studios.