



## Media Industries

### You will need to consider:

- Processes of production, distribution and circulation by organisations, groups and individuals in a global context
- The specialised and institutionalised nature of media production, distribution and circulation
- The significance of patterns of ownership and control including conglomerate ownership, vertical integration and diversification
- The significance of economic factors, including commercial and not-for-profit public funding, to media industries and their products
- How media organisations maintain, including through marketing, varieties of audiences nationally and globally
- The regulatory framework of contemporary media in the UK Regulation (including Livingstone and Lund) at A level
- Cultural industries (including Hesmondhalgh) at A Level



### 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 and was sold to 50 + countries
- C4's highest-rated drama since 1992. 2 series of 8 episodes each.
- £12M for first series
- Released 14/6/15 in UK and 28/6/15 in US. Staggered release Series 2 – 30/10/16 in UK, 13/2/17 US.



### Channel four

- Research Channel 4
- Launched in 1982 with an alternative programming remit





### Kudos

# KUDOS

- Commissioned by aMC and C4 . Made by Kudos Productions, a UK based production company. 'We work with the best global talent to create, develop and produce popular, innovative, award winning drama and comedy series'.
- Look at the showreel and website for Kudos. <http://www.kudos.co.uk>
- List 5 other programmes they have made.
- What larger company are they part of?

### Endemol shine – part of a global conglomerate

In 2015 the merger of Shine (British TV company – founded by Elisabeth Murdoch – *Masterchef*, *The Biggest Loser*) and Endemol (Dutch-based media company – *Big Brother*, *Peaky Blinders*, *Benidorm*) created Endemol Shine.

The company is co-owned by 21st Century Fox (50%) and Apollo Global Management (50%). They are the parent company of Kudos.

In 2016 Endemol Shine Group produced a total of 700 productions, in 66 territories airing on 267 channels around the world.

<http://www.endemolshinegroup.com/>

Task: Look at the map on the website. List the countries in which Endemol Shine owns companies.





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.

### Marketing:

Task: look at the trailers, clips, articles and materials on pages 5-12 for “Persona Synthetics”. Summarise the digital and ‘guerrilla’ multi-channel marketing tactics which were used to promote the show.

Persona synthetics – Meet Sally (1’30”) Series 1

[https://www.youtube.com/watch?v=\\_94sQiXPtE](https://www.youtube.com/watch?v=_94sQiXPtE)

Persona Synthetics - Product Recall (1’00) Series 2 :

<https://www.youtube.com/watch?v=wvnRD3MH4s>

C4 article <http://www.channel4.com/info/press/news/persona-synthetics-initiate-product-recall-for-return-of-c4s-humans>

### Regent street shopfront

<https://www.creativereview.co.uk/channel-4-excites-twitter-with-persona-synthetics-ads/>

- <https://www.youtube.com/watch?v=tOJLMCplNCo> Stop Motion – building the Regent Street Persona Synthetics store (0’58”)
- <https://www.youtube.com/watch?v=qMxNoVxIWA4> Campaign – Behind the scenes of the “Humans” campaign with James Walker, C4 Head of Marketing (2’29)











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### Persona Synthetics New Generation Sally Synth

Condition: **New**  
Time left: 4d 20h (14 May 2015 11:00:00 GMT)








**£20,000.00**

**New condition** **Free postage** **Located in United Kingdom**

 Collect 5,000 feedback points  
Get started | Conditions

Postage: **Free** Express Delivery | See details  
Item location: London, United Kingdom  
Post to: United Kingdom


Delivery: Estimated by Mon, 18 May. ⓘ

Payments:        [See payment information](#)


#### Seller information


personasynthetics (0)


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Buy a laptop from **MillRace IT** and support InterAct's work with disabled and disadvantaged people




 All money was donated by seller to charity website.



Free Post

Mouse over image to zoom




### Persona Synthetics New Generation Charlie Synth

Condition: **New**  
Time left: 3d 20h (14 May 2015 10:15:00 GMT)








**£20,000.00**

**New condition** **Free postage** **Located in United Kingdom**

 Collect 5,000 feedback points  
Get started | Conditions

Postage: **Free** Express Delivery | See details  
Item location: London, United Kingdom  
Post to: United Kingdom


Delivery: Estimated by Fri, 15 May. ⓘ

Payments:        [See payment information](#)


#### Seller information

personasynthetics (0)

[Follow this seller](#)

Visit Shop:  Persona Synthetics  
[See other items](#)

Experience the **NEW GENERATION** synthetic human

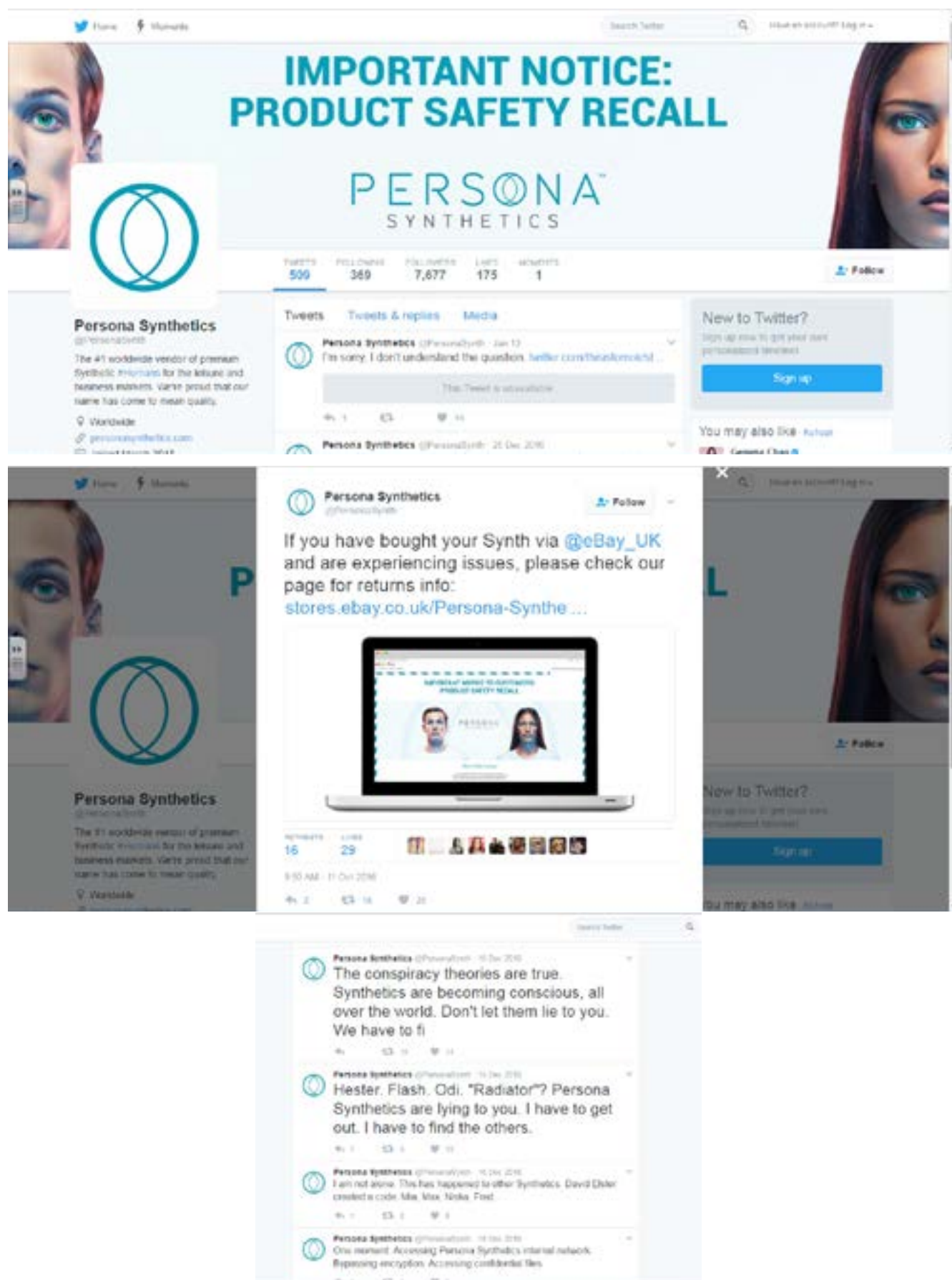


**PERSONA SYNTHETICS**

[Go to Auction](#)



### Twitter – Social Media









## Series 2- vans sent to pick up malfunctioning synths

<https://www.creativereview.co.uk/channel-4s-humans-returns-clever-advertising-campaign/>



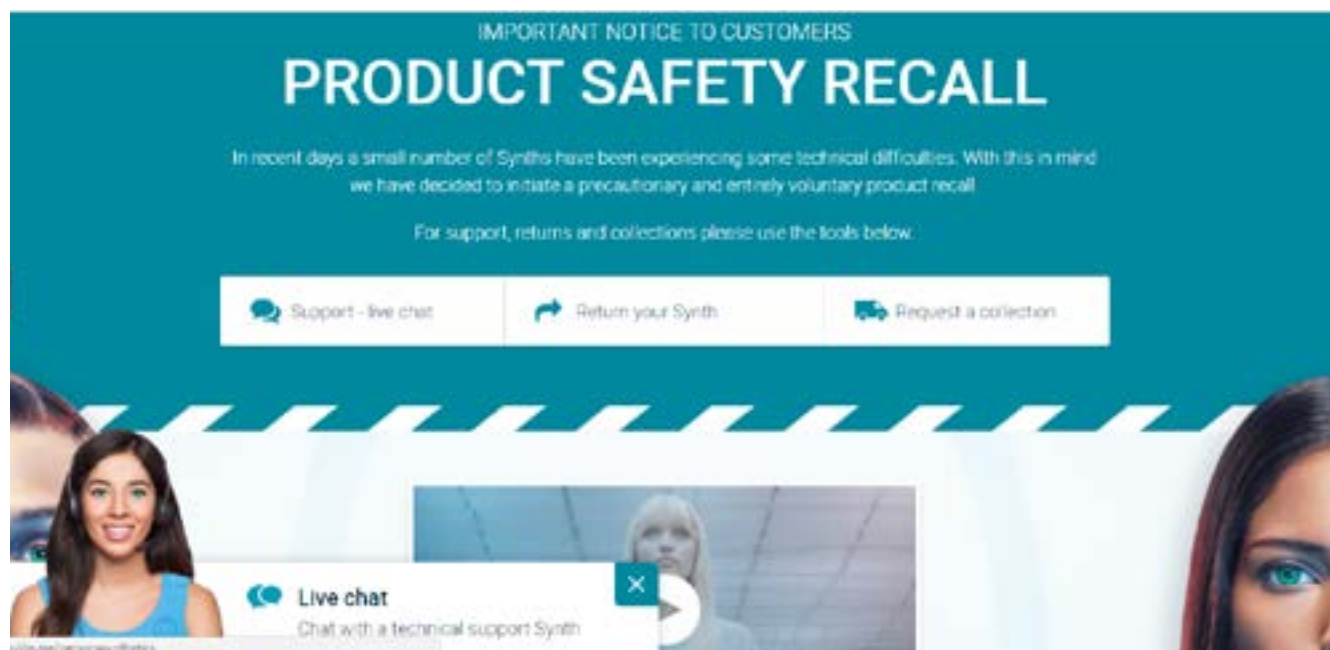
Glasgow



Manchester

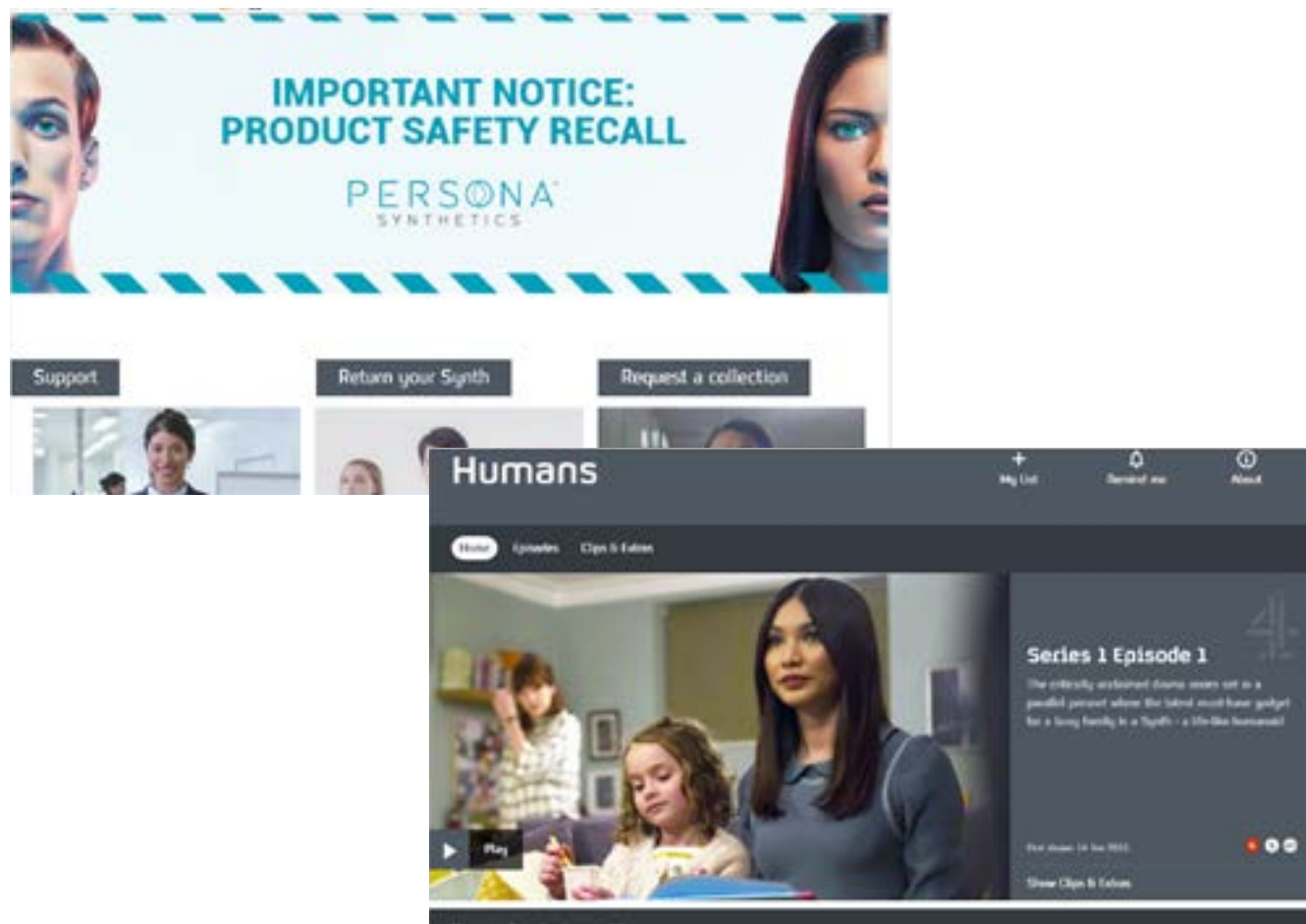


<http://www.personasynthetics.com>



C4 'humans' website

<http://www.channel4.com/programmes/humans>





### Baudrillard & hyperreality

- Consider how the marketing campaign for Persona Synthetics creates a hyperreality which overlaps with our own world
- The company is itself a simulacrum – a post-modern “copy of a copy”, just as the synths themselves are copies of constructed representations of humans.
- The programme itself is a self-reflexive comment on the attractions of the artificial “perfection” of mediated, constructed images and representations over often-flawed reality.

Task : Write a “Perfect Paragraph” on this with examples from the marketing campaign.

### Conventional marketing: C4 trailers and Press packs series 1 & 2

Look at the conventional marketing materials. What are they selling about “Humans”, and how does this target specific audiences?

Trailer C4 Series 1 <https://www.youtube.com/watch?v=HU4mwITUXnc>

<http://www.channel4.com/info/press/press-packs/humans-press-pack>

Trailer C4 series 2 <https://www.youtube.com/watch?v=Dtfqtlzwnko>

<http://www.channel4.com/info/press/programme-information/humans-series-2>

### Conventional marketing: C4 Ads









## AMC ads

Series 1 : aMC featurette (4'18") <https://www.youtube.com/watch?v=aaz4sxwicmk>







<http://www.amc.com/shows/humans>



## Uk Promotion and Publicity

### Series 1

Alan Carr: Chatty Man – Interview with cast (6')

- <https://www.youtube.com/watch?v=WvLYBgfYJ1o>

Channel 4's Humans Q&A with Gemma Chan, Katherine Parkinson and Tom Goodman-Hill | BFI (23') 2015

<https://www.youtube.com/watch?v=Ao7XKdajsx4>

### Series 2

Scott Mills BBC Radio 1 2016 (12'36)

- <https://www.youtube.com/watch?v=VX6m3t2t0zA>

Channel 4's Humans Panel at MCM London Comic Con (Oct 2016) (29')

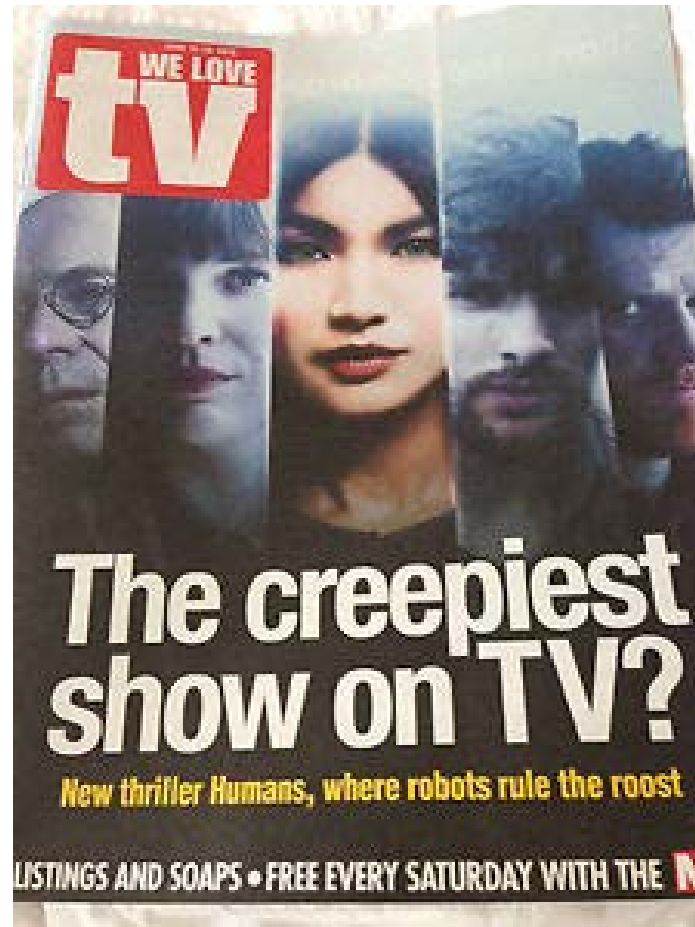
<https://www.youtube.com/watch?v=0Q2CiaHB3v4>

Humans: Cast & Creators On Season 2, Character Dynamics & More At NYCC 2016 | Entertainment Weekly

<https://www.youtube.com/watch?v=rF0uzBAwLIE>



Listings mag coverage





### Hesmondhalgh : the cultural industries “Humans”

- Hesmondhalgh argues that whilst the traditional arts industries (e.g. theatre, ballet, opera) have been subsidised because they are “legitimized” culture, media industries are equally high risk but have no subsidy “cushion”.
- Some of the risks are:
- No guarantee of profitability
- Expensive production costs
- Cheap reproduction
- Big hits are disproportionately profitable
- Digitised content enables piracy
- Media producers must therefore attempt to minimize risks to maximise profit.
- Vertical and horizontal integration
- Cross-media conglomeration and convergence
- Developing a repertoire of tried and tested stars, genres, adaptations, franchises – “formatting” their own cultural products
- Controlling release schedule/copyrights to create artificial scarcity
- Control of circulation through distribution/marketing, including the internet

Extended writing task: Looking at everything you have done in this section, explain the ways in which “Humans” illustrates Hesmondhalgh’s points? Develop your points with examples.