

COMPONENT 1 LEARNING AIM A

Media SECTORS

AUDIO/MOVING IMAGE	PRINT/PUBLISHING	INTERACTIVE
Film trailer	Newspaper	Websites
Tv show	Magazines	Mobile apps
Music video	Comics	Games
Animation	Brochures	E-magazines
Radio	Adverts	Adverts

Audiences can be segmented by:

- AGE
- GENDER
- SALARY
- ETHNICITY
- MEDIA HABITS



PRIMARY AND SECONDARY AUDIENCES

The audience that the media producer targets is called the **PRIMARY** audience. This is the audience they intend to target i.e. children are the primary audience for Disney products.

Audiences who engage with the product who are **NOT** who the media producer intends to target is called the **SECONDARY** audience – i.e. parents are the secondary audience for Disney products.

SOCIO ECONOMIC audiences

A – higher managerial, administrative, professional e.g. chief executive, surgeon

B – intermediate managers, administrative, professional e.g. bank manager, teacher

C1 – supervisory, clerical, junior management e.g. shop floor supervisor, bank clerk, sales person

C2 – skilled manual workers e.g. electrician, carpenter

D – semi – skilled and unskilled manual workers e.g. assembly line worker, refuse collector

E – casual labourers, pensioner, unemployed, students – pensioners without a private pension and anyone living on benefits or without an income

One way that media producers target their audiences is by writing a lifestyle profile, which explains the interests, opinions, behaviours and lifestyles choices of the audience, FOR EXAMPLE: “Teenage girls living in the inner city who tend to idolise pop stars and buy items that boost their status among their peers”

PURPOSES of Media Products

Producers might create media products for:

Information, Entertainment, Escapism

Profit, Community benefit, Raising Awareness

Critical acclaim, Inspiration, Experimentation