
Definitions

Financial Determinants:

Financial determinants are the finance available to a production when producing a film, the finance that is available to a production directly effects the scale of the production and flexibility of the production. The overall costs and finance within a production will try to be reduced as much as possible in order to make as much profits as possible in the exhibition and distribution cycle of the production.

Technologies of Production:

Many film productions try to use the latest technologies in a production in order to meet current standards and increase the appeal of a film to audiences, for example the use of an iMax camera can increase the appeal to audiences and also to potentially maximise profits for the film. These technologies however will also increase the cost of a production. The technologies of production can also relate to the people involved in creating the product, for example the skills in production of: cinematographers, directors, editors etc.

Distribution and Exhibition:

Distribution and Exhibition refers to the cycle of a production, the distribution and exhibition stages relates to the platforms by which a product is 'delivered' to its audience, this can take form through a number of different platforms such as: Netflix, Cinemas, Digital release, DVD, Blu-ray etc.

Synergy:

Synergy is when different types of media products are linked or joined together through their narrative, story or characters. A common example is when a game is made based of a film, for example the: Harry Potter and Star Wars franchises have had games based off their source material (film).

Trends:

Trends are constantly changing and film is a large factor which contributes towards popular trends in both society and the film industry. For example a recent trend in the industry could be hiring a specific actor which has recently become popular such as Jennifer Lawrence who has recently become very popular in film after her debut in the Hunger Games franchise and has been nominated and won for many awards such as Oscars etc. Another type of trend could be through a genre, for example there has been a rise in science fiction film over recent years.

Genres:

The Genre of a film relates to the type of a film and certain categories, the most common genres are: Horror, Thriller, Science-fiction, Drama, Action, Comedy etc.

Stars:

The stars in a film can largely effect the overall financial and critical success of a film, for example if a film hired a well known Actor or Actress is can increase the demand for a film and therefore has the potential to boost profits and the critical success in a film.

Regulatory Standards:

The regulatory standards of a film can relate to the closely controlled age ratings of a film, in the UK this is controlled by the BBFC (British Board of Film Classification), they control what age ratings will be assigned to a film based on its contents, for example a violent film may be rating 18 in order to stop young children from watching this type of content.

Vertical integration:

Vertical integration is when a company solely owns a certain type of product and has full control over where the product is sold and distributed, for example a production may decide to distribute their product directly to an audience in attempt to 'cut out the middle man' and sell a product while keeping all the profits.

Horizontal integration:

Horizontal integration is almost the opposite of vertical integration, it relates to when a firm shares and expands the rights to a product or expand the company in order to make more profits. Horizontal integration can involve a firm buying another in order to spread a products demand etc.