

Genre analysis: Industry Perspective

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Overview

- Introduction
- Assumptions of industry perspective
- Outcomes of profit imperative
- Revenue streams
 - Linked to product
 - Advertising
- Discussion
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Introduction

- Global box office revenue in 2013
→35,9 billion dollars
- Global game industry revenue in 2013
→70,4 billion dollars
- Worldwide video and television revenues in 2012
→392 billion dollars

Assumptions of industry perspective

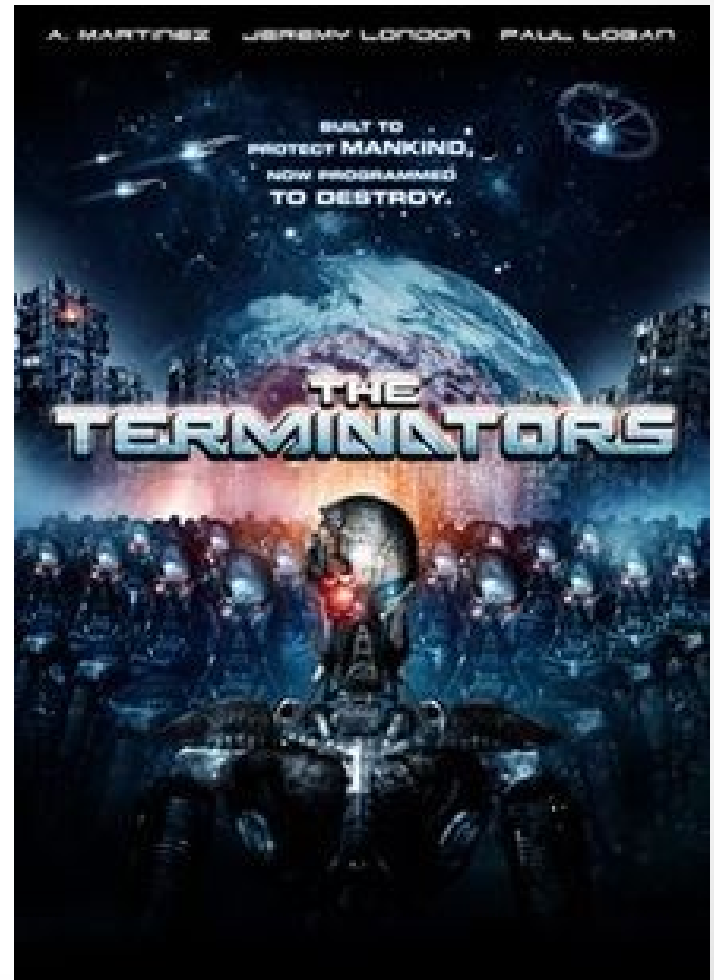
- System is market driven
- Ownership patterns central
- Primary purpose of media is generating profit
 - It is a commodity
- Pressure to attract demand for your supply
- Pressure to produce cheaper
 - Reality genre

Outcomes of profit imperative (1/2)

- Conservative sensibility
 - Short-term thinking
 - No risk taking
 - “bankable genres”

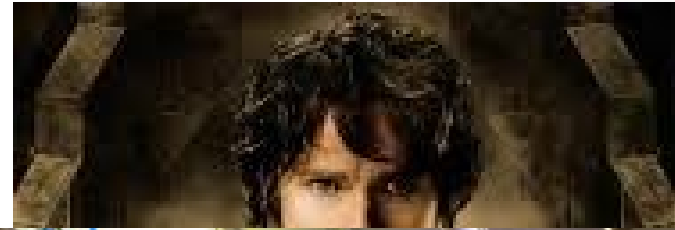
Outcomes of profit imperative (2/2)

- Derivative programming
 - Hybrids
→tech noir
 - Spin-offs
 - Copycat programming



Revenue streams (1/2)

- Linked to product
 - Syndication
 - Xena: Warrior princess (105)
 - Sequels
 - Pirates of the Caribbean
 - Prequels
 - The Hobbit
 - Franchises
 - Star Wars
 - Ancillary products
 - Star Wars



Revenue streams (2/2)

- Advertisement
 - Product placement
 - Official sponsors
 - Value of advertisement time



Summary

- Profit imperative
- Huge competition in mass media economy
- Pressure to make everything cheap(er)
- Revenue streams guide the production



Discussion

- Quote out of text:

“In a perfect world, industry concerns are subordinate to artistic considerations. In this ideal world, the media industry provides the necessary resources that enable the artists to fulfill their creative visions. In reality, however, industry considerations often drive artistic decisions.”