**Industry**

**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 relationship of recent **technological change and 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 video games sector.

The impact of **'new' digital technologies on media regulation**, including the role of individual producers.

**How processes of production, distribution and circulation shape media products.**

The impact of **digitally convergent** **media** **platforms** on media production, distribution and circulation, including individual producers.

The role of regulation in global production, distribution and circulation.

The effect of individual producers on media industries.

**Audience**

How audiences **are grouped and categorised by media industries, including by age, gender and social class, as well as by lifestyle and taste.**

**How media producers target, attract, reach, address and potentially construct audiences.**

How media industries **target audiences through the content and appeal of media products** and through the ways in which **they are marketed, distributed and circulated.**

The interrelationship between media **technologies and patterns of consumption and response.**

**How audiences interpret the media**, including how and **why audiences may interpret the same media in different ways.**

How audiences interact with the media and can be **actively involved in media production.**

**How specialised audiences can be reached,** both on a **national** and **global scale**, through different media technologies and platforms.

How media organisations **reflect the different needs of mass and specialised audiences, including through targeting.**

**How audiences use media in different ways,** reflecting demographic factors as well as aspects of identity and cultural capital.

The role and significance of specialised audiences, including niche and fan, to the media.

The way in which different audience interpretations reflect social, cultural and historical circumstances.