

# The Media Industry

The **digital media industry** is made up of **people** who work together to create **products** such as booklets, adverts, films, computer games, e-books, podcasts, websites etc...

- **media** means ways of communicating information to people and the products that are created to do this
- **digital media** uses computers to help do that

# The Media Industry

Media is everywhere.

It's on our phones, on billboards, in magazines or newspapers, on the adverts at the bus stop or on big screens or the clothes we wear.

It's on games consoles, TVs, YouTube, and the adverts on the web pages we visit.

It's an industry that's growing. And changing.



Piccadilly Circus in 1962



Piccadilly Circus in 1992



Piccadilly Circus in 2019



# Media Industry

What's changed?

What's stayed the same?

Why?



What media products can you see?



# The Media Industry

What about other areas of the media industry?



1990s TV; 2000s VCR

# The Media Industry

What about other areas of the media industry?



2012 TV



# The Media Industry

What about other areas of the media industry?



1990s game console and TV

# The Media Industry

What's changed? What's stayed the same?



2012 TV

# The Media Industry

How about the way that media is produced?



# The Media Industry

The **media industry** has changed over time:

- new products have been developed
- new ways of communicating have been invented
- new jobs have been created (and old ones lost)
- technology has changed the way media is produced and the ways we consume it

But the aim is the same: **communication**