

# Media Industry Sectors

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Use the resources provided to answer these questions

## Definitions:

1. Write a definition of the term "**media**"
2. Write a definition of the term "**digital media**"
3. List **four** different **products** produced by the media industry

## Change over time:

4. Look at the photographs of Piccadilly Circus.
  - a. what types of media **product** can you see in the photos?
  - b. what has changed over the years?
  - c. what has stayed the same?
  - d. why do you think this has happened?

## Sectors:

5. The media industry can be divided into two main sectors: **traditional media** and **new media**

For **each** of these sectors:

- a. write a definition of the sector
  - b. list the **four sub-sectors** provided on the slides for that sector
  - c. for each sub-sector, give examples of products they produce
6. What is the main difference between the two sectors?
  7. A magazine publisher produces some of their magazines using traditional media.  
Which sub-sector of the traditional media sector is the publisher part of?
  8. The same magazine publisher produces eMagazines which can be read on computers, tablets or phones.  
Which sub-sector of the new media sector is the publisher part of?