

Film CSP Revision Booklet - Black Widow

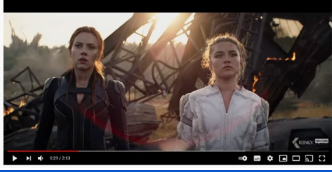
1. Write your own definitions of the **key terminology**:  
**Blockbuster -**  
**Film franchise -**  
**Major film studio -**
  
2. What type of studios produce blockbusters and why?
  
3. What is the MCU?
  
4. Give examples of how Disney is responding to **under-representation** of women and minorities in their media products:
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Terminology	Definition
	A conglomerate is a corporation that is made up of a number of different, sometimes unrelated businesses
	A parent company is a single company that owns another company or companies
	A company owned by a parent company/conglomerate
	Companies that are owned by the same parent company, and do the same job

**Marketing**



1. What is Star Power?
  
2. Which actors have the most star power? How would you find out?
  
3. What Star Power does Black Widow have?

4. Fill in the table below with 4 examples of 360 degree marketing. Explain how each method targets a specific audience.

Example of Marketing	How does it target a different audience?
<p>Superbowl Trailer</p> 	<p>Disney often use the NFL Superbowl to advertise their biggest movies. These are the most expensive adverts in the world because they reach the largest audience. Superbowl adverts are also anticipated as high quality and then gain additional press to an even wider mass audience.</p>

**Distribution**

1. Write in the features of traditional and digital distribution methods into the table. Add any more of your own.

 <b>Traditional Distribution</b>	 <b>Digital Distribution</b>
<ul style="list-style-type: none"> <li>• Uses physical film reels to project</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

- ~~Uses physical film reels to project~~
- It can immediately go on to a streaming service
- It can easily be distributed globally
- Needs to be physically distributed via vehicles
- Needs cinemas to project the film
- Customers have more flexibility over how to watch the movie
- The film producer loses money to cinemas
- The movie is in digital form
- The movie can be transported on small hard drives to cinemas
- Slow and expensive process of producing the film reels
- Film producers can control the full film process including exhibition
- It is very easy to copy
- Film producers can avoid losing money to cinema

2. On what platforms was Black Widow available to watch?

3. What are the advantages and disadvantages of releasing movies on streaming services instead of in cinemas?

Advantages of streaming movies	Disadvantages of streaming movies
<ul style="list-style-type: none"> <li>Freedom of how to view the movie</li> </ul>	

Who are the BBFC and what do they do?

Why is it important for films like Black Widow to be classified with the 12A age rating?

Having a large budget gives a range of options for a blockbuster movie to impress its audience. Give examples from Black Widow for each category of how it required a large budget:

	Example of high budget production
<b>Actors</b>	<b>Scarlett Johansson is one of the highest paid actresses in the world and the supporting cast are also famous. SJ was paid around \$20 million</b>
<b>VFX</b>	
<b>Cameras and Gear</b>	
<b>Stunts</b>	

<b>Locations</b>	
<b>Props and Vehicles</b>	

**EXAM-STYLE QUESTION:** *“Streaming services like Netflix and Disney+ are transforming the way we watch movies. In a decade cinemas won’t exist.”* To what extent do you agree with this statement? **Write at least 3 paragraphs.**

In your answer refer to:

- **Black Widow and Disney+**
- **Changes in distribution and exhibition methods**
- **The impact of COVID-19**

**[20 marks]**