

Marketing

1. Briefly explain what is meant by **Director Power**:

2. Complete the table below, explaining what cheap and innovative methods I, Daniel Blake used to promote itself:

<p>Critical praise and press</p> <ul style="list-style-type: none"> ● Positive reviews can gain a good reputation 	<p>Social Media Marketing</p> <ul style="list-style-type: none"> ●
<p>Film Festivals and Awards</p> <ul style="list-style-type: none"> ● 	<p>Guerilla Marketing</p> <ul style="list-style-type: none"> ●

Distribution

1. Complete the following text explaining independent distribution with the missing words:

Independent films are also distributed **independently**, usually by a _____ company. While _____ blockbusters will open in all mainstream cinemas at once, independent films are often distributed more _____ based on the demand for the film and often in _____. Independent film releases are often timed with _____ so that any _____ won can boost the success of the film.

- film festivals
- awards
- arthouse cinemas
- major studio
- separate
- slow

2. Explain how *I, Daniel Blake*'s cinema release was special to attract its particular audience.

EXAM-STYLE QUESTION: Explain how technology has allowed independent films to be distributed in new ways. Use *I, Daniel Blake* as an example.

[6 marks]

Regulation

Check the BBFC rating information for *I, Daniel Blake* [here](#) (contains some bad language):

1. Which age rating did the film receive?
2. What impact does a high age rating have on the audience for a film?

EXAM-STYLE QUESTION:

To what extent are large franchise films a threat to the independent film industry? Refer to your two CSPs, *Black Widow* and *I, Daniel Blake* as well as any other examples you would like.

Refer to the following areas of media industries in your answer:

- **How Hollywood dominance affects which movies get made**
- **How independent movies can succeed**
- **How technology has impacted the industry**

[20 marks]