



## Media Industries

### You will need to consider:

- 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 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 UK.
- How processes of production, distribution and circulation shape media products.
- The role of regulation in global production, distribution and circulation.
- Regulation (including Livingstone and Lund) at A level.
- Cultural industries (including Hesmondhalgh) at A Level.

### The Returned: Key facts

- *The Returned (Les Revenants)*
- 26 November 2012 on Canal+
- UK 9 June 2013 on Channel 4
- 2 series, 8 episodes each
- Based on the French film *They Came Back (Les Revenants)* (dir. Robin Campillo 2004)
- Season 2: 8 episodes
- 28 September 2015 on Canal+
- UK on 16 October 2015 on More4
- US on 31 October 2015 on SundanceTV



### Canal+

- French premium cable channel.
- Founded 1984.
- Owned by Canal+ group (Studio Canal – major French film investor/producer; news, sport and entertainment TV across Europe and Africa.
- Owned by Vivendi SA <https://www.vivendi.com/en/>
- At year-end 2016, Canal+ Group had revenues of €5.253 billion.

### Vivendi

Vivendi is a French multi-media conglomerate whose assets include:

#### MUSIC:

- Universal Music Distribution, Decca Records, Island Records, Mercury Records, Roc Nation, Republic Records, Hip-O Records, Def Jam Recordings, Show Dog-Universal Music, Vevo.
- Capitol Music Group, Apple Records, Blue Note Records, Harvest Records, Motown, Virgin Records.
- Interscope Geffen, A&M Records, Geffen Records, Interscope Records.
- Capitol UK, Decca Records, Island UK, Polydor Records, Virgin EMI Records.

#### FILM/TV UNITS:

- Eagle Rock Entertainment, PolyGram Entertainment, Universal Music TV.
- Canal+ Group.
- Canal+ Canalsat Afrique, Calédonie Caraïbes, D8, StudioCanal UK.

#### OTHER ASSETS:

- Video hosting: Dailymotion (90%) Video games: Ubisoft and Gameloft (96%) Telecom Italia (20.03%) Mediaset (12.3%).
- Vivendi Ticketing (retail) and concert venues; Paddington Bear.



### Channel Four

- Launched in 1982 with an alternative programming remit.



Look at the link to C4's 'Creative Greenhouse' Report and answer the questions

[http://www.channel4.com/media/documents/corporate/C4\\_KeyFacts\\_2016.pdf](http://www.channel4.com/media/documents/corporate/C4_KeyFacts_2016.pdf)

- Is C4 a public service broadcaster?
- Is C4 a profit-making organisation?
- Is C4 commercially funded through advertising?
- Is C4 regulated by Ofcom?
- Does C4 have in-house production facilities?
- What is meant by C4's 'Social Enterprise' or 'Robin Hood' model?
- List 6 of C4's key public service elements.

### Sundance TV

- <http://www.sundance.tv/>
- 'Since its launch in 1996, SundanceTV has remained true to founder Robert Redford's mission to celebrate creativity and distinctive storytelling through unique voices and narratives found in the best independent films. From delivering critically acclaimed



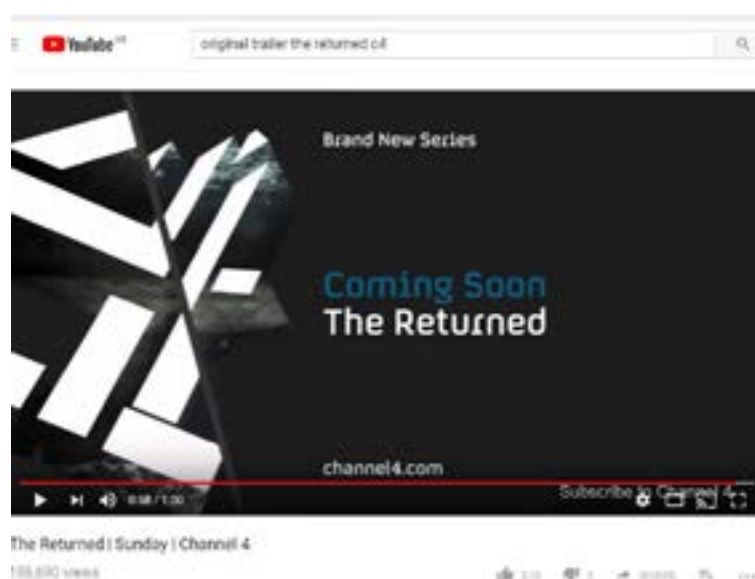


Emmy®, Golden Globe® and Peabody Award-winning television featuring some of the world's most talented creators and performers, to showcasing some of the most compelling and iconic films across genres and generations, SundanceTV is a smart and thought-provoking entertainment destination. SundanceTV is owned and operated by AMC Networks Inc.; its sister networks include AMC, IFC, BBC America and WE tv. SundanceTV is available across all platforms, including on-air, online at [sundance.tv](http://sundance.tv), on demand and mobile.'

aMC are an American media company, part of aMC Networks; they were originally American Movie Classics with a focus on classic film, but rebranded in 2009 with the slogan 'Story Matters Here' and have produced some of the most successful of TV series, including *Mad Men*, *Breaking Bad* and *The Walking Dead*.



### Original Trailer C4 : May 2013

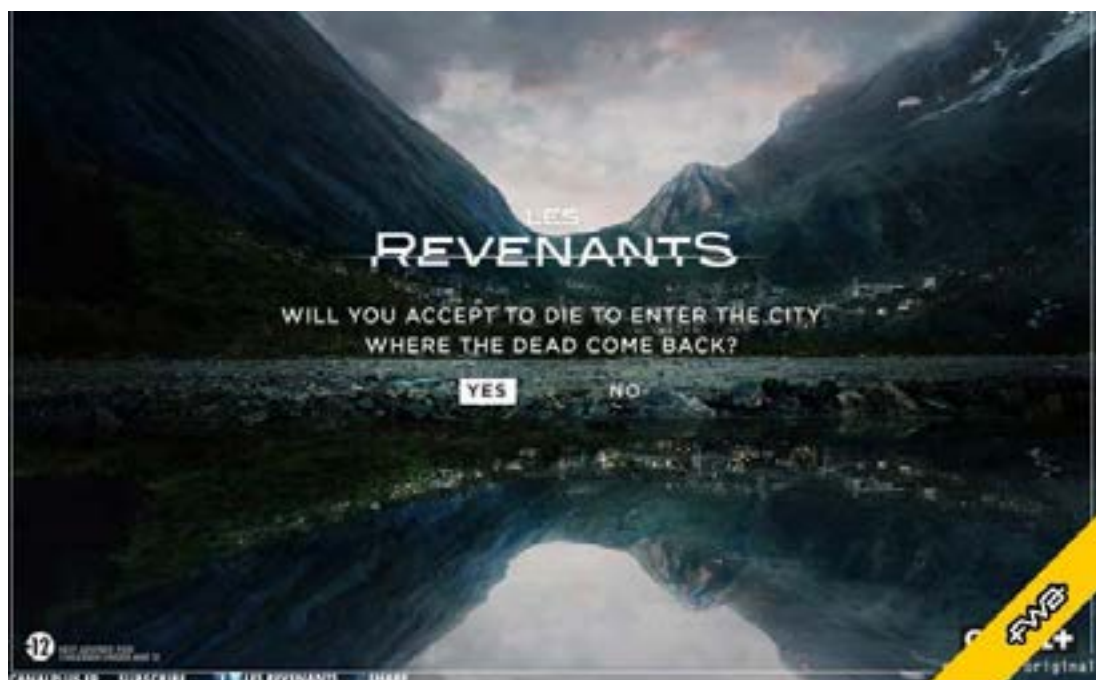


[https://www.youtube.com/watch?v=CqXP\\_Xw5RD4](https://www.youtube.com/watch?v=CqXP_Xw5RD4)

Look at the marketing materials and make notes on how these are used to target different audiences.



Website: Series 1 at the FWA







### Canal + mobile website



360° Virtual navigation of the town on multiple platforms. 1M visits.

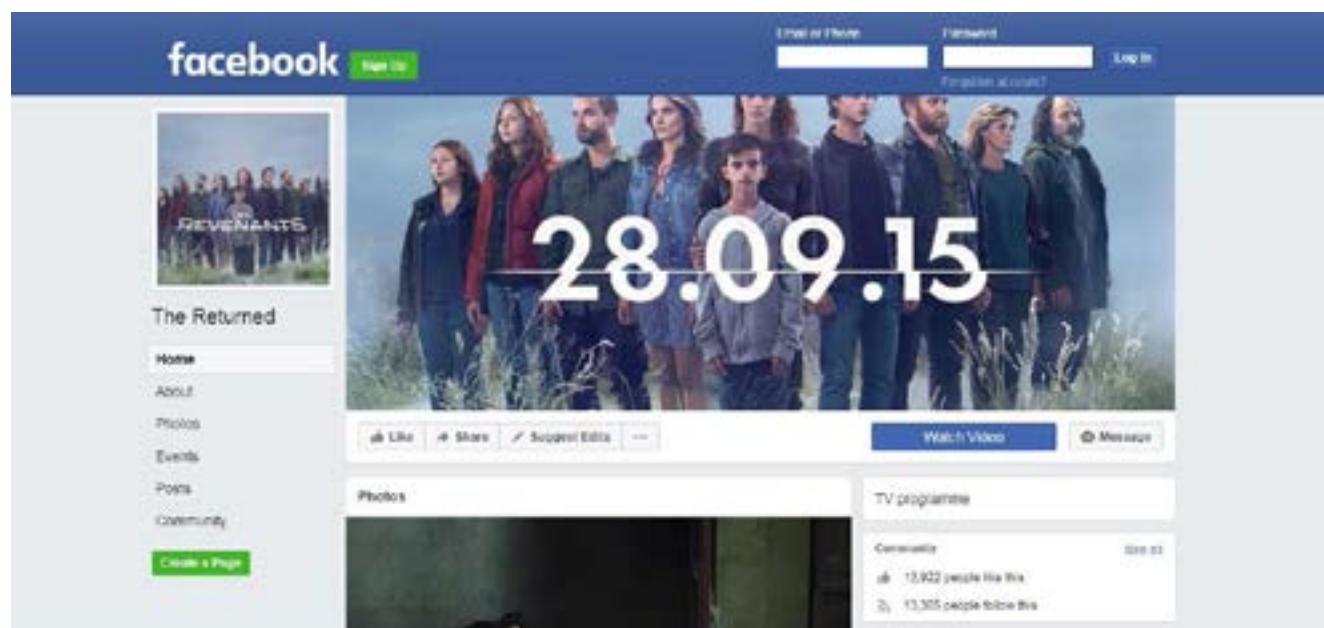
<https://vimeo.com/53693051>

### Facebook official





### Facebook fan site

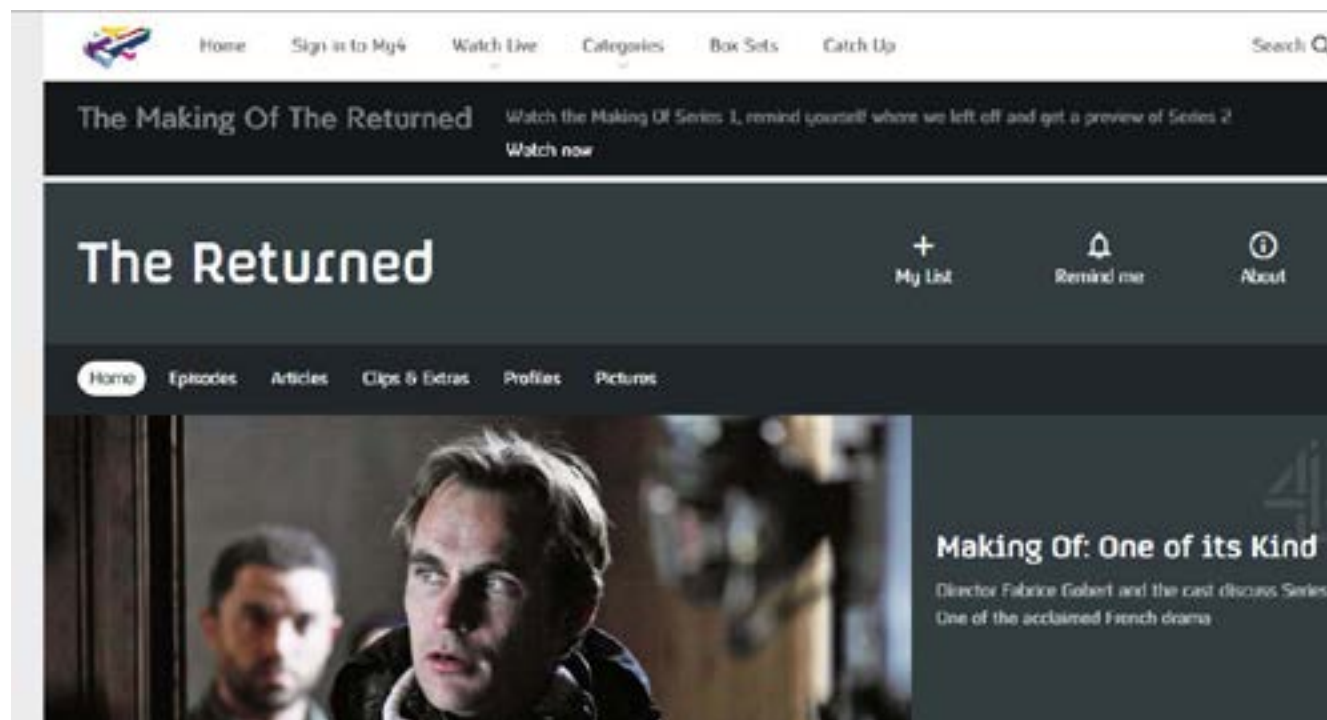


### Twitter





### C4 website



### Peabody Award



<https://www.youtube.com/watch?v=DILU5pl34RA>





### Publicity



- <https://www.youtube.com/watch?v=ggHB3UsxIUg>
- *Making The Returned* 5'36".
- *The Returned* – *Grounding The Undead*.
- <https://www.youtube.com/watch?v=m8G7OhIRw7w>

### Reviews

- <https://www.youtube.com/watch?v=IXn6nSapPic>
- LondonCityGirlTV 2014.
- <https://www.youtube.com/watch?v=t7znFUi7Ko>
- Kerrang radio review 2013.
- 100% on Rotten Tomatoes
- James Poniewozik *Time Magazine* <http://entertainment.time.com/2013/10/30/tv-tonight-the-returned/>



- Hank Stuever, *Washington Post*

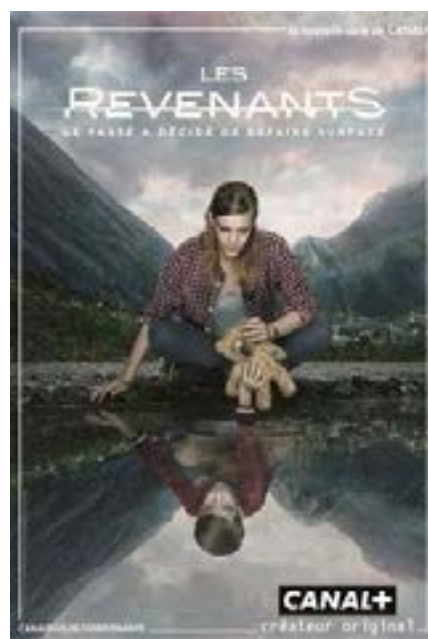
[https://www.washingtonpost.com/entertainment/tv/the-returned-a-morose-mesmerizing-tale-that-offers-a-new-twist-on-the-living-dead/2013/10/30/97b0160a-3b63-11e3-a94f-b58017bfee6c\\_story.html?utm\\_term=.d953cb04b4ef](https://www.washingtonpost.com/entertainment/tv/the-returned-a-morose-mesmerizing-tale-that-offers-a-new-twist-on-the-living-dead/2013/10/30/97b0160a-3b63-11e3-a94f-b58017bfee6c_story.html?utm_term=.d953cb04b4ef)

## Marketing

Soundtrack by Mogwai



## Marketing – French poster/ad



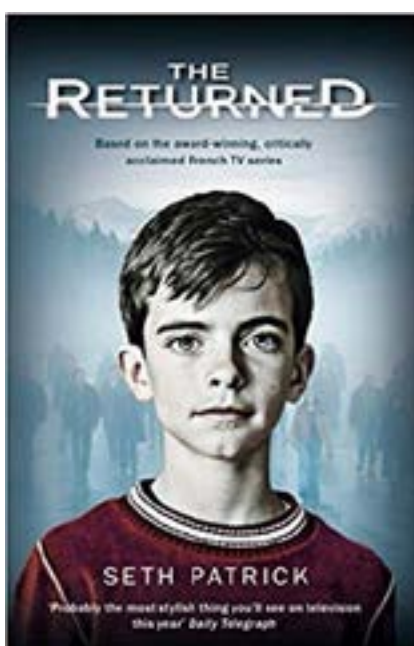


### US spin-off



*The Returned* is an American supernatural drama television series developed by Carlton Cuse as an adaptation of the 2012 French series *Les Revenants*, which was broadcast internationally as *The Returned*. The series premiered on March 9, 2015 and was cancelled by A&E after one season, on June 15, 2015, with no finale.

### Book – Novelisation October 2014





## T-shirts

