**Creative Digital Media Production Unit 1: Lesson 2**

What do we mean by a media platform?

Media platforms are a digitized platform for media that allows real-time and/or delayed delivery of video, audio and/or data.

List some of the different platforms that are

|  |  |  |
| --- | --- | --- |
| Netflix | YouTube | Twitter |
| Tumblr | NOW TV | Pinterest |
| Amazon Prime | PSN | Xbox Live |
| Spotify | Apple Music | Facebook |
| Flickr |  |  |
|  |  |  |

What do we mean by a media device?

Media devices are devices that can access digital media.

List some different devices (use pictures where you can)...

|  |  |
| --- | --- |
| Device | Image |
| iPhone 7 & 7 Plus | Image result for iphone 7 |
| Laptops | Image result for laptops |
| Nintendo 2DS | Image result for nintendo 2ds |
| iPad Pro | Image result for ipad pro |

Disney are releasing a new trailer for their upcoming film *Rogue One: A Star Wars Story*. Their target audience for this trailer is 14-16 year olds. Disney want you to create some research on what platforms and devices 14-16 year old use and how often so that they know where to show the trailer to gain maximum exposure to their target audience.