**Creative Digital Media Production Unit 8: Lesson 3**

**What might an organisation that operates over many countries be called?**

International or multinational organisation.

**What are the characteristics of this type of organisation?**

You can see them around the world, and they make every type of media product like TV & Film, apps, games and music. The market-led decides on the types of products they make. They would a variety of products using synergy.

**What might an organisation that operates over many countries be called?**

National organisation.

**Get some pictures of example organisations...**

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| **Image result for disney company** |  |  |  |

**What are the characteristics of this type of organisation?**

The area they cover is national coverage and distribution. The types of products they make is a national focus of products. They will compete with local and international markets.

**What are the characteristics of local media?**

They provide local services. The audiences are defined by geographical location. It focuses on local issues and content. They have a close relationship with the audience.

**Get some pictures of example organisations...**

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| **Image result for disney logo** | **Image result for viacom logo** | **Image result for timewarner** |  |

**What are the characteristics of community media?**

Serving the needs of a community or particular groups. Wide community participation. Audience defined by a small geographical area or special interests. Key role of volunteers within the organisation. Not-for-profit organisation, diverse content & gives training opportunities.

**Get some pictures of example organisations...**

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| **Image result for made in bristol** | **Image result for ujima radio** |  |  |

**Write down definitions for...**

|  |  |
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| Vertical Integration | Horizontal Integration |
| This is where an organisation owns companies throughout the production process. | **Organisations that own more than one company across a media sector(s).** |