**Industry Research**

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| **Film** | **Year of release:** |

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| **Production details: include –**   * Production company(s) / funding sources * Source material / property * Budget figures * Nationality * Main producer(s) * Director, cinematographer, editor, music * Screen writer(s) * Main cast members * Any other important production information (any issues with filming?) |
| **Distribution details: include –**   * Distribution company in UK & USA * Marketing budget Test screening information * Release pattern * Examples of its marketing & promotion * What other media is it available on? * Any other important distribution information (difficulties getting a deal?) |
| **Exhibition details: include –**   * Types of cinema show in (independent? Mass market?) * How long was it on for * Box office figures * Classification * Who were its main audience * Success (compared to DVD) * Special exhibition types (Imax) * Any other important exhibition information (did any cinemas keep it on longer? Why? |

**Questions/Prompts**

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| **Production details: include –**   * **Production company(s) / funding sources** * What else have they produced? * What films have been successful? * How have they made money? * **Budget figures** * How much did the film cost? * How much is the budget in relation to other films? * **Nationality** * Country the film was made in and released in? * If the UK, did it go overseas? * **Main producer(s)** * Name the people who were the producers. * What else have they produced? (before or since) Where they popular/successful films? * Any special facts/knowledge about them? * **Director, cinematographer, editor, music** * Name the people. * What else have they been involved in? (before or since) Where they popular/successful films? * Any special facts/knowledge about them? * **Screen writer(s)** * Name the people. * Was the film an original film, adaptation, remake, based on real events... how did they create the story/narrative? * What else have they been involved in? (before or since) Where they popular/successful films? * Any special facts/knowledge about them? * **Main cast members** * Pick out up to **three** of the main actors * Why were they cast in the film? * Previous successful films? * **Any other important production information (any issues with filming?)** * Find out any special trivia about the film (imdb.com:trivia) |
| **Distribution details: include –**   * **Distribution company in UK & USA** * Who distributed the film? * What other films have the distributed in the past? * How many cinemas was the film distributed to? Compare this to other films like yours. * **Marketing budget** * How much was spent on promoting the film? * **Examples of its marketing & promotion** * Trailers, were they viral, only on cinemas, television? * Any merchandise? * **Test screening information** * Try to find reviews and statistics from any test screenings. * Was the film part of a film festival? Win any film festivals? * **Release pattern** * When was the film released in the cinemas? How many cinemas? * When was the film released to other countries? * **What other media is it available on?** * IMAX, 3D? * BlueRay, DVD? * iTunes? * **Any other important distribution information (difficulties getting a deal?)** * Find out any special trivia about the film (imdb.com:trivia) |
| **Exhibition details: include –**   * **Types of cinema show in** * Independent? Mass market? Look at how many cinemas it was released in. * **How long was it on for** * How long was it being screened? How many screens was the film reduced to when it finished at the cinema? Find out the statistics and summarise them * **Box office figures** * How much did the film make in its opening weekend? * How much profit did the film make? (Budget - total earnings) * **Classification** * What film certificate was it awarded? * How might that effect the targeted audience? * **Who were its main audience** * How were they targeted? * Specific actors? Was it a sequel? Remake? * **Success (compared to DVD)** * **Special exhibition types (Imax)** * **Any other important exhibition information (did any cinemas keep it on longer? Why**? * Find out any special trivia about the film (imdb.com:trivia) |

**Examples**

Fact: it was filmed in many locations in London and in Turkey

Excellent knowledge of film industry: The James Bond series is synonymous with England in particular London. The majority of the filming was shot on location in the centre of London city including infamous landmarks such as Trafalgar Square and Westminster. This series of films are big budget blockbusters that have set a high present in the past and audiences have come to expect realistic and recognisable locations throughout the film. By featuring recognisable landmarks it allows the film to be true to its routes of a famous British secret agent, this is juxtaposed with the location filming in Turkey.

Fact: Daniel Craig was the actor playing James Bond.

Excellent knowledge of film industry: This is Craig’s third time in the role as James Bond. He fist stared in the role in 2006 in Casino Royale two years after the release of Die another Day where Pierce Brosnan was the famous Bond. Casino Royale grossed £383.39 million worldwide making it the biggest grossing Bond film ever securing future success for Craig as Bond. Skyfall grossed £516.4 million smashing all previous profit for Bond films. The directors and producers of the Bond series are acutely aware of what the audience want and expect to see from this action film and Daniel Craig has proved to be accepted by the audience and will be used again for future Bond films. Crucial to the cool persona of the character James Bond is the fact that he is a mystery and withdrawn from close relationships, this makes Craig a perfect choice for the role as he is a private person who avoids gossip columns, celebrity parties and scandals all of which help to present him in a similar light to Bond. He was previously in Lara Croft: Tomb Raider where audiences saw him in an action role again highlighting his suitability for the role of Bond by demonstrating his capability to successfully perform stunts and action scenes.

**Remember**

Find out facts...

...provide information why the **important facts** and **how** they relate to the film industry and the making, distributing and exhibition of the film.