1. What is a Conglomerate? 1

A **conglomerate** is the combination of two or more [corporations](https://en.wikipedia.org/wiki/Corporation) engaged in entirely different businesses that fall under one [corporate group](https://en.wikipedia.org/wiki/Corporate_group), usually involving a [parent company](https://en.wikipedia.org/wiki/Parent_company) and many [subsidiaries](https://en.wikipedia.org/wiki/Subsidiaries).

1. Who are the Hollywood big 6? 6

Walt Disney Studios, Paramount, Universal Pictures, Warner Bros. 20th Century Fox, Columbia Pictures

1. What is vertical integration? 1

when one company owns corporations operating different stages of the same process (e.g. production – distribution – exhibition)

1. What is horizontal integration? 1

when one company owns various corporations which are involved in the same activities (e.g. production)

1. How does integration benefit conglomerates? 1

Profits, control, Security, sequels, quality

1. Give a negative outcome of integration. 1

Lack of opportunity (no competition), too big an influence

1. What is media convergence? 1

Two medias combining together together.

1. What is technological convergence? 1

Two media technologies combining together.

1. What is synergy? 1

Brands working together.

1. Give 3 processes a distributor is in control of. 3

Rights to the film, number of prints made for the exhibitors, release date negotiations, arranges delivery of prints, trailers and publicity material, package of advertising, promotional and merchandising deals

1. What is film marketing? 1

Film advertising and promotion.

1. What is merchandising? 1

Creating products that promote the film.

1. Give 3 examples of film marketing. 3

Poster, trailer, billboard, website, interviews, stunts, magazines, press conferences, merchandise

1. What is meant by the term ‘viral marketing’? 1

Ubiquity online through fast spreading of short, snappy content.

1. Who is the regulatory body in the UK? 1

BBFC

1. Why are age ratings important for a film’s success? 1

Wider audience, director’s cut DVDs etc

1. How much did Dr. Dre sell Beats to Apple for in 2014?

$3bn

**Industry context**

Comcast – Film

Universal Pictures

Focus Features

Dreamworks Animation

Viacom

Walter Lantz Productions

Illumination Entertainment

Working Title Films

United International Pictures (50% with Paramount)

Comcast – TV

USA Network

Bravo

Universo

NBC

Chiller

Universal Pictures Home Entertainment

Trio

Showtime

Comcast – Theme Parks

Universal Studios Hollywood

Universal Orlando Resort

Universal Studios Japan

Universal Creative

Comcast – Misc Products

Philadelphia Flyers

Comcast Interactive Media

Dreamworks Live Theatrical Productions (e.g *Shrek*)

Back Lot Music

Rotten Tomatoes (online)

Picturebox Films (online)

**Historical context**

The film portrays events set predominantly in mid-1980’s California, USA.

Social upheaval caused by the racial tension and the LA Riots in 1992 (the portrayal of 1980’s California, and the possible glorification of N.W.A. as agents of social change, may have been revised or influenced by subsequent events).

Rodney King (1991) - Four officers were charged with assault with a deadly weapon and use of excessive force. Three were acquitted of all charges. The jury acquitted the fourth officer of assault with a deadly weapon but failed to reach a verdict on the use of excessive force. The jury deadlocked at 8–4 in favor of acquittal at the state level. Within hours of the acquittals, the [1992 Los Angeles riots](https://en.wikipedia.org/wiki/1992_Los_Angeles_riots) started, sparked by outrage among African Americans over the verdicts. The rioting lasted six days, during which 63 people were killed and more than 2,000 were injured; it ended only after the governor ordered in the [California national guard](https://en.wikipedia.org/wiki/California_National_Guard) to re-establish control.

The federal government prosecuted a civil rights case, obtaining grand jury indictments for violations by the four officers of King's civil rights. Their trial in a federal district court ended on April 16, 1993, with two of the officers being found guilty and sentenced to prison. The other two were acquitted of the charges.

**Social Context**

N.W.A. were significant in terms of social change as advocates for free speech, producers of protest songs and as highly successful black men from disenfranchised American urban communities.

N.W.A. were also heavily criticised for their misogynistic lyrics and their promotion of a lifestyle that objectified and marginalised women.