

Products in the Media Industry

There are **13 types of media products** you need to know about.

Many of these are relatively straightforward, but you do need to know **examples** for each one, **what** they might be used for, and which **sub-sectors** they might be used in.

There are hundreds of possible examples for each type of product. The [slides that go with this](#) give more detailed examples for some of the less obvious products (marked with a *) such as Augmented Reality and Special Effects.

Video	Any product using recorded video. Could be for TV or films [traditional media] or for internet publishing, interactive media, or computer games (e.g. cutscene) [new media]. Includes adverts and trailers
Audio	Any audio production, including voice and sound effects. Could be for radio, film, or TV (e.g. voice over or narration) (traditional media) or for internet (e.g. podcasts, audiobooks), interactive media, or computer games [new media]
Music	Specific type of audio product which applies to the same types of product (e.g. jingle, background music, credits sequences for TV, music CD etc...)
Animation	Animated products using sequences of still images produced either by hand or digitally. Include animated films and cartoons for TV or film [trad media] or animations for internet, interactive media, or computer games [new media]. Can be used in adverts, animated banners, phone apps and can be 2D or 3D, including stop motion
Digital imaging and graphics*	Editing or creation of images using digital methods. Examples include book covers, billboards, logos, adverts, web graphics etc... Used in many sub-sectors, e.g. print publishing [trad], digital publishing [new]
Social media platforms/apps	Posts on social media can advertise, entertain, or promote products or services. These might be used by TV or film companies [trad media] or computer game or interactive media producers [new media]
Websites	Collection of web pages published on the internet and containing text, images, video, interactive elements etc... Can be used to promote trad media (e.g. TV, film, print publishing) and have a major role delivering content for all new media sub-sectors
Digital games	Any kind of computer game, for example web based, console, phone app, PC. Used in computer games, interactive media, internet sub-sectors [new media]. Can be used to advertise or promote other products (e.g. films, TV programmes etc...) or to educate

Multimedia*	Products combining more than one type of media, e.g. text, images, video, audio, animation etc... Can include information kiosks, presentations, DVD bonus content, content within computer games etc... Mainly new media, but some traditional media might use these types of product for promotional purposes
Comics and graphic novels	Visual storytelling media using images, usually in panels using word balloons, captions etc... Can be print publishing [trad media] or digital publishing or internet [new media]. Include comic books, graphic novels, comics in newspapers or web comics. Can be used to advertise, promote, and educate as well as to entertain
eBooks*	Digital versions of printed books or magazines used on tablets, phones, devices such as Kindle etc... Might include fiction, guides or handbooks, manuals or instruction booklets (e.g. for washing machines or computer games), textbooks or other educational materials etc... Digital publishing is a major user, but can be used by other new media
Special effects (SFX) and Visual effects (VFX)*	
SFX	Effects which happen on set during recording, e.g. pyrotechnics, artificial rain, prosthetic wounds etc... Created by props, camera work, or lighting. Used for film, TV [trad media], computer games [new media]
VFX	Effects added after recording or by using digital methods such as green screens or motion capture. CGI is an example of VFX which involves adding completely computer generated content, often on to traditionally recorded scenes (e.g. a monster attacking someone in a film or computer game)
Virtual reality (VR) and Augmented reality (AR)*	
VR	Computer generated world accessed using a headset to create an immersive experience. Some use in film and TV [trad media], but mainly computer games and interactive media [new media]. Examples include tourist guides, medical training products, architectural planning, as well as computer gaming
AR	Computer generated worlds combined with the real world. For example, adding computer generated images and text on top of a live view as seen through a phone or tablet. Can be used for training, modelling how a new development would look, education, or in computer games. Sectors similar to VR