

Topic Area 4 – Distribution considerations

4.1 Distribution platforms and media to reach audiences	
Content	Notes on breadth and depth required
Online: • apps • multimedia • web Physical platforms: • computer • interactive tv • kiosks • mobile devices Physical media: • CD/DVD • memory stick • paper based	To include: • Know the characteristics of the types of platform and media used to deliver products to audiences • The advantages and disadvantages of types of platform and media • How the characteristics of platforms affect the selection of final product file formats in given scenarios