



YOU MUST HAVE KNOWLEDGE OF **THE FILM INDUSTRY** AND HOW IT WORKS FOR PAPER 1, SECTION B OF THE EXAM. YOU MUST BE ABLE TO APPLY THIS KNOWLEDGE TO DIFFERENT QUESTIONS, INCLUDING QUESTIONS ABOUT **THE LEGO MOVIE**.

1. The film helped to promote their products and theme parks.
2. Due to interest in the film, the Danish toymaker saw profits lift 15% to £686m.

1. Accompanying the film were several tied in merchandise releases. This included :
 2. 17 different Lego sets, based on the different 'worlds' in the movie (City, Wildest, Space and one named 'Wyldestyle Chase'). 16 collectable Minifigures that included iconic Lego characters
 3. The Lego Movie Game from TT Games
 4. Ranges of school supplies, stickers and activity books
 5. The Lego Movie twitter site and website (now unavailable) were launched in 2012
 6. The Twitter page currently has over 69K followers and promotes all of the other Lego films
 7. Lego's YouTube channel (which was established shortly after the release of YouTube in 2005) released 'sneak peaks' of the characters, like President Business, in the run up to the film release and before the trailer of the first trailer

KEY VOCABULARY

Production - everything involved in making the film (**scripts, shooting, editing etc**)

Distribution – how the film gets to audience (including promotion)

Exhibition - how audiences consume and respond to the film

Platform – the way in which audiences can access a media product. For example, The Lego Movie Game was available to play on PlayStation, Xbox and Nintendo Wii, as well as many more consoles.

Conglomerate – a company that owns lots of smaller companies involved in mass media (across different areas such as film, tv and magazines)

Tent pole production – a film that can make large profits to support funding of other projects

Vertical Integration – where a single company (or merged companies) controls both the production and the supply of a product.

Franchise – a collection of media products (e.g. films, TV programmes, video games) all based on an original creative work. For example, the Star Wars series of films and related media is one of the most well-known and successful franchises in history

Brand Loyalty - positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand.

Synergy – the promotion of linked products across different areas of the media. One reason behind The Lego Movie's success was the ensemble cast of **DC Comics** superheroes including, Batman, Superman, Wonder Woman and the Green Lantern

Stop-Motion animation - a technique where the camera is repeatedly stopped and started to give animated figures the impression of movement.

CGI - The process of using computer graphics to create media products.

PRODUCTION, DISTRIBUTION AND EXHIBITION

1. Dan Lin produced The Lego Movie
2. The directors were Phil Lord & Chris Miller
3. The Lego Movie employed an **ensemble cast** of famous and popular actors to attract mass family audiences.
4. The actors record their parts individually and then this is used to create the animation.
5. The directors and Lego were keen for it to look as much like **stop motion** as possible which has been popular amongst fans for many years (called **brickfilms**).
6. However, stop motion would have taken too long to. Therefore, they used CGI to create a stop motion effect.
7. The BBFC regulates films by age rating them. The Lego Movie was given a U certification (suitable for all audiences), as nobody is seen as getting hurt. It makes the film appropriate for a family audience.

WHY DID WB WANT TO WORK WITH LEGO?

1. Given the worldwide success and love for the brand, it was obvious that the film was always going to be at least a cult success and make plenty of profit.
2. Lots of opportunity for profit from merchandise.
3. Able to promote their own films (Harry Potter, DC universe)

MAINSTREAM VS INDEPENDENT FILMS

1. Mainstream are usually Hollywood films made or distributed by one of the BIG 5 (Disney, Warner Bros, Columbia, Universal and Paramount)
2. 83% of the films you watch are made by one these companies (or it's subsidiaries)
3. Mainstream films dominate the box office because they have **high budgets to produce big spectacle films**.
4. They can also spend a lot more money on **promotion** which will impact the success of a film.

TENT-POLE PRODUCTION

A movie that supports the financial performance of a movie studio or television network. A tent-pole movie may be expected to support the sale of tie-in merchandise



These films came out later in 2014 and were financed by the profits made from the Lego Movie.



YOU MUST HAVE KNOWLEDGE OF **THE FILM INDUSTRY** AND HOW IT WORKS FOR PAPER 1, SECTION B OF THE EXAM. YOU MUST BE ABLE TO APPLY THIS KNOWLEDGE TO DIFFERENT QUESTIONS, INCLUDING QUESTIONS ABOUT **THE LEGO MOVIE**.

THE LEGO MOVIE VIDEO GAME

1. The Lego Movie Video Game was the first Lego video game where everything in the gaming world was made out of bricks. This allowed a cross-over for the plastic construction bricks within a gaming world for audiences and vice versa although it was not a game where you could use the bricks for construction like Minecraft (which Lego Worlds arguably mimics).
2. Merchandise for the film and game are interchangeable as they include the same characters and worlds in the main.
3. The Lego Movie Video game was launched the same week as The Lego Movie.
4. **Ownership and control** - The developer of The Lego Movie video game, TT Fusion, was bought by Warner Bros in 2007 and has since produced many video games under the Lego brand. Warner Bros also owns the distribution rights to the video game and was able to release it itself (vertical integration). Have the development and production of the game all in house allows Warner Bro to maximise profits.
5. **PEGI** age rated the game as suitable for 7+.
6. **Synergy** - Other characters owned by Warner Bros featured in the game: Albus Dumbledore from Harry Potter and Gandalf the Wizard for Lord of the Rings.
7. Different voice actors were used for the game. This shows how the budget for the videogame was tightly controlled and how the game was developed as marketing for the film rather than as a product in itself.
8. **Convergence** - Cross-platform release - the game was released on a number of different platforms including: Microsoft Windows, Nintendo 3DS, Playstation 3 , 4 and Vita, Wii U, Xbox 360 and Xbox One and a Mobile App.
9. The video game offers 15 levels and 90 playable characters, many of which can be purchased as Minifigures, so the Lego brand benefits from this as both the game and the film also act as an advertisement for their consumer products.



CONGLOMERATES

1. A **media conglomerate** is a company that owns numerous companies involved in mass media enterprises, such as film, television, radio, publishing, or the internet.
2. Conglomerates can also be referred to as 'parent companies' and the companies they own are called 'subsidiaries'.
3. Time Warner is a conglomerate and owns Warner Bros, DC Comics, Cartoon Network, as well as many other subsidiaries.

VERTICAL INTEGRATION

Vertical integration enables a company to maximise the potential of brand, in this case Lego. It gives the existing audience new experiences and further pleasures outside of the film and to reach new audiences e.g. non-cinema going video games players.

Vertical integration is when a company owns all stages of production, distribution and exhibition. For example, Warner Bros produced the movie and they could use their magazines and TV networks to promote the movie. They were then able to make the Video game merchandise using Warner Bros Interactive Entertainment which specialises in developing games.

