

TV & FILM INDUSTRY GUIDE

Updated July 2019



This is a guide to some of the resources available within the British Library Business & IP Centre relevant to the TV and film industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the TV and film industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

accessible via electronic databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

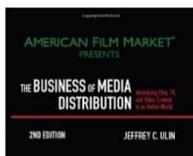
Entertainment Agency	BOP375
Performing Arts Company	BOP383
Videographer	BOP020
Actor	MBP307

Business Information Fact Sheets

A Guide to Using Copyright to Protect Your Work	BIF218
A Guide to Using the Copyright of others	BIF157

Small Business Help Books

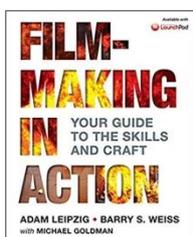
This is a collection of books with practical information aimed at those starting and running a business. Located within the Centre.



The Business of Media distribution: Monetizing Film, TV, and Video content in an online World (Jeffrey C. Ulin, 2014) [SBH.BT.132 Small Business Help]
This book provides information on how films and TV shows are distributed and includes latest and detailed accounts of companies.



Film Careers (Capstone Global Library, 2017) [SBH.BT.33 Small Business Help]
Discover more about how to land your first job in film industry.



Film Making in Action: Your Guide to the Skills and Craft (Adam Leipzig and Barry Weiss, 2015) [SBH.BT.34 Small Business Help]
This book provides information on filmmakers.



How To Write For Television (William Smethurst, 2016) [SBH.BT.67 Small Business Help]
A guide to writing and selling TV and radio scripts.

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.

Please note that many articles about the music industry (from business journals and newspapers) are available from our electronic sources: eMarketer, Business Source Complete (EBSCO), Factiva, ABI Inform Global.



- **Challenge of working with celebrities/influencers according to UK and US marketing specialists**
- **Programmatic Ad spending in the UK 2019**
- **Top 5 UK industries ranked by TV AD spending 2018**
- **UK Ad spending shares, by Media 2015-2020**
- **UK Digital Video and TV 2018**
- **UK digital Ad spending growth, by industry, 2018 & 2019**
- **UK Ad spending share, by industry 2018**
- **UK digital out-of-home advertising**
- **UK paid search Ad spending share, by industry, 2018**
- **UK programmatic advertising forecast for 2016-2019**
- **UK Ad spending growth by media 2015-2019**
- **UK and US digital marketers' attitudes toward transparency in paid influencer endorsements**
- **UK Programmatic advertising forecast for 2016-2019: The Industry gets serious about fraud and brand safety**
- **TV/Film and Video content viewed by internet users in select countries in Western Europe by method**



- **J59.120 – Film, Video & TV Programme Post-Production in the UK**
- **J59.130 – Film, Video & TV Programme Distribution in the UK**
- **J59.140 – Cinemas in the UK**
- **J59.111 – Motion Picture Production in the UK**
- **J60.200 – Television Programming & Broadcasting in the UK**
- **J59.113 – Television Programme Production in the UK**



- **Cinemas UK 2018**
- **Media consumption habits UK 2017**
- **Televisions UK 2018**
- **TV Viewing Habbits 2017**

Printed Market Research Reports (Please ask for help in finding these)



Media Consumption Forecasts (Zenith Optimedia, 2018) [(B) MKT 381.45302230112 BUS]

This edition describes and forecasts the growth of new media.



Statistical Yearbook: Film in the UK (UK Film Council, 2014) [(B) MKT 384.80941021 BUS]

It is a rich source of industry data and analysis, drawn from a range of reputable suppliers and detailing the full value chain for film.



The BVA Yearbook (British Video Association, 2016) [(B) MKT 384.558 BUS]

This is a definitive guide to the home media entertainment industry in the United Kingdom. The report details value as well as volume for all the physical retail and rental sections. It also looks at how technological developments alter the way people lead their lives, including their leisure habits and preferences.



UK Media Yearbook (Zenith Optimedia Group, 2012) [(B) MKT 070.0941 BUS]

Facts and figures on the UK's advertising media. Separate chapters cover return on investment, TV, radio, national press, regional press, consumer magazines, business and professional magazines, outdoor and cinema. Each medium's market structure, audience, pricing and costs, advertisers, innovation and regulation are explained in a way accessible to amateurs and useful to expert.



World Digital Media Factbook 2014-2015 (World Newsmedia Network, 2014) [(B) MKT 302.231 BUS]

Reports contains presents research, data and analysis covering digital media revenue and usership trends.

Business News & Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.



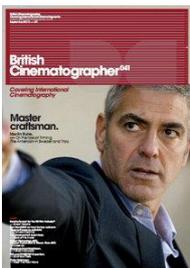
You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.



You will also find articles covering recent developments, and predicting future trends in your industry.

Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Ordered via Explore the British Library (please ask for help).



British Cinematographer (Laws) 2018 [ZK.9.d.2780] (Must be ordered using Explore the British Library)

British Cinematographer is Europe's No.1 magazine covering the art and craft of cinematography, and the technologies involved in motion pictures and broadcast production. This flagship title is endorsed by the British Society of Cinematographers, the Guild of British Camera Technicians, and IMAGO, the Federation of European Cinematographic Societies.



Broadcast (Communications Software Ltd.) [(P) RT 00 – E (8)] (Must be ordered using Explore the British Library)

Broadcast is the leading resource for those working in the UK broadcasting industry. It offers up-to-the-minute industry news, from the most experienced and authoritative voices in broadcasting.



International Journal of Digital Television (Intellect) [ZK.9.a.11219] (Must be ordered using Explore the British Library)

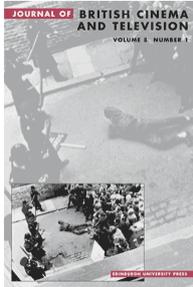
The International Journal of Digital Television will describe and explain the transition to digital TV and wider trends in television. The Journal will bring together, and share, the work of academics, policy-makers and practitioners, offering lessons from one another's experience.



IP Television: digital media intelligence (Advanced Television Ltd.) [ZK.9.b.23638]

(Must be ordered using Explore the British Library)

Explains the technologies and applications that allow television services to be provided through Internet Protocol (IP) data networks. Readers learn the options and the system to implement IPTV along with new features and applications and business opportunities that are available in the IPTV industry today.



Journal of British Cinema and Television (Edinburgh University Press) 2014

[ZC.9.a.7172] (Must be ordered using Explore the British Library)

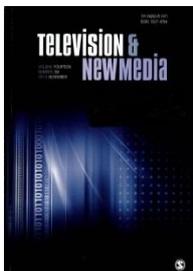
The Journal of British Cinema and Television is the prime publication for anyone interested in reading or publishing original work in the fields of British cinema and television. Each issue contains a wide range of articles, substantial book reviews and conference reports, an in-depth interview with a leading practitioner in the field, and a section intended to encourage debate amongst those studying British cinema and television.



Screen Trade Magazine: The Quarterly Journal for British and European Exhibitors

(Screentrade Media) 2018 [ZK.9.d.2583] (Must be ordered using Explore the British Library)

Screen Trade Magazine covers all aspects of cinema exhibitors and film distribution. Having quickly established a reputation for getting to the heart of industry matters, among them the digital debate, film piracy and screen jumping, is read by industry players. It also discusses the people issues that impact our industry.



Television and New Media (Thousand Oaks) [ZC.9.a.5946] (Must be ordered using Explore the British Library)

Television and New Media is an international journal devoted to the most recent trends in the critical study of television and new media. *TVNM* addresses questions of how issues of economics, politics, culture and power are enacted through television and new media forms, texts, industries, and contexts.



The Journal of Film Music (International Film Music Society) [ZK.9.a.12986] (Must be ordered using Explore the British Library)

The Journal of Film Music provides an interdisciplinary forum for scholars in music, film, and other disciplines who share a common interest in this vital new area of scholarly inquiry.



The Soundtrack (Intellect) [Zk.9.a.10600] (Must be ordered using Explore the British Library)

It is a multi-disciplinary journal which brings together research in the area of music and sound in relation to film and other moving image media.



Zerb: The Journal for the Guild of Television Cameramen (Hartfield) [P.623/1127]
(Must be ordered using Explore the British Library)

Zerb is both written and edited by cameramen. Each issue is edited by a different member of GTC acting as guest editor. This ensures that material in the magazine is predominantly 'from the cameraman's point of view' and strives to be topical, objective and always of interest to working cameramen, featuring an entertaining mix of technical information and human stories related to the craft of camerawork.

Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.



Benn's Media: UK & Ireland Volume 1 (Cision, 2018) [(B) DIR. 070.572 BUS]
The guide to United Kingdom and Ireland newspapers, periodicals and broadcast media.



Benn's Media: World News Media Volume 2 (Cision, 2018) [(B) DIR. 070.572 BUS]
The guide to news media and broadcast.



The Televisual Book: The essential guide to UK production (Televisual Media UK, 2017) [(B) DIR 791.450941 BUS]
An in-depth guide to the UK creative industries, revealing the key talent, trends and kit in production.



The White Book: the international entertainment industry buyers guide (Ocean Media Events, 2019) [(B) DIR. 338.761791025 BUS. Desk]
This directory provides a comprehensive list of industry contacts within event management, structures, security, technical support and equipment. There are also sections for PR, marketing and design services and a full section dedicated to entertainment, enabling choice between styles of acts or attractions to compliment any event (pocket version).

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

BAFTA

The British Academy of Film and television Arts (BAFTA) promotes and rewards excellence in film, television and Internet and multimedia technologies. <http://www.bafta.org/>

BBC Films

BBC Films is the feature film-making arm of the BBC. Its sub-divisions Film Network provides a Filmmaking Guide where you can find more information about the filmmaking and exhibition process, from pre-production through to marketing and distribution. <https://www.bbc.co.uk/bbcfilms/>

British Film Commission (BFC)

The British Film Commission (BFC) is the national body in charge of attracting, encouraging and supporting the production of international feature films in the UK. With offices in the UK and the US, the BFC provides free professional advice to help make productions in the UK a reality.

<http://www.britishfilmcommission.org.uk/>

The British Society of Cinematographers

The British Society of Cinematographers is an educational, social and professional organisation. Since its formation in 1949 its prime objective has been to promote and encourage the highest standards in the art and craft of cinematography. <http://www.bscine.com/>

UK Cinema Association

The Cinema Exhibitors Association represents the interests of UK cinema operators. It also supports the work of The Cinema and Television Benevolent Fund and the British Cinema and Television Veterans.

<http://www.cinemauk.org.uk/>

ScreenSkills

As part of our remit as a Sector Skills Council, Skillset is the definitive source of research into employment, conditions and skill levels in the UK film industry. <https://www.screenskills.com/>

Directors Guild of Great Britain

A trade union representing directors across all media. It offers help with contracts, a campaigning voice and organises seminars and screenings. <http://www.dggb.org/>

The Film Network

Is the portfolio site for the most talented filmmakers from around the world. It's where filmmakers and those individuals and organisations that have helped them, connect with one another. And it's where they reach out to the industry and the audience worldwide. <https://www.thefilmnetwork.co.uk/>

Equity

Equity is a trade union that represents artists from across the arts and entertainment industries.

<http://www.equity.org.uk/home/>

Film London

Film London is the capital's public agency for feature film, television, commercials and other interactive content, including games. Their aim is to ensure London has a thriving film sector that enriches the capital's businesses and its people. Film London is supported by the UK Film Council, the London Development Agency, Arts Council England London, the Mayor of London and Skillset.

<http://filmlondon.org.uk/>

IMDB – Movies, TV and Celebrities

IMDBPro, part of IMDB, provides 80,000 representation listings for actors, directors and producers and provides 30,000 employee contact details for companies in the movie and TV industry. www.imdb.com

Independent Cinema Office (ICO)

A national organisation set up to foster and support independent film exhibition throughout the UK.

<http://www.independentcinemaoffice.org.uk/>

Producer Alliance for Cinema and Television (Pact)

Pact is the UK trade association representing and promoting the commercial interest of independent feature film, television, digital, children's and animation media companies. <http://www.pact.co.uk>

Script Factory

National screenwriter's organisation offering training, masterclasses, performed readings and a script development service. <http://www.scriptfactory.co.uk/>

Moviegram

A social networking website for filmmakers of all ages and skill levels; allowing you to share and receive feedback on all aspects of the film production cycle, where your final cut can be shown and reviewed by filmmakers all over the world. <http://www.bfi.org.uk/films-tv-people/4ce2b970236be>

Spotlight: The Home of Casting

Spotlight provides services for performers, agents and casting. Spotlight is used by most TV, film, radio and theatrical companies throughout the UK and many worldwide. <http://www.spotlight.com/>

Federation of Drama Schools

A group of institutions that provide conservatoire style vocational training for those who want to be professional performers, theatre makers and technical theatre practitioners.

<http://www.federationofdramaschools.co.uk/>

The Writer's Guild of Great Britain

A membership-based organisation, with a specific arm focussing on screenwriters. The Writers' Guild agreements establish the minimum terms and conditions for TV, film, radio, book and theatre work.

<http://www.writersguild.org.uk/>



National Screen Agencies:

Creative England:

Details about funding opportunities from Creative England and its three regional hubs (which replace the nine screen agencies) will become available on the Creative England website in due course.

<http://www.creativeengland.co.uk>

Creative Scotland

Replaces Scottish Screen as the main funding body in Scotland. <http://www.creativescotland.co.uk/>

Northern Ireland Screen – Film and Television development

Northern Ireland Screen, formerly NIFTC, is the National Screen Agency for Northern Ireland. Northern Ireland Screen administers and allocates various funds for the development and production of the moving image, including feature film, shorts, animation, documentaries, television drama series and new media.

<http://www.northernirelandscreen.co.uk/>

Film Agency for Wales

The sole agency for film in Wales, the agency's aim is to facilitate the emergence of a viable and sustainable Welsh film industry. <http://www.ffilmcymruwales.com>

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue "Explore the British Library" (<http://explore.bl.uk>) for more details.



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