



Media Industries

You will need to consider:

- how processes of production, distribution and circulation by organisations, groups and individuals in a global context
- the specialised and institutionalised nature of media production, distribution and circulation
- the significance of patterns of ownership and control, including conglomerate ownership, vertical integration and diversification
- the significance of economic factors, including commercial and not-for-profit public funding, to media industries and their products
- how media organisations maintain, including through marketing, varieties of audiences nationally and globally
- the regulatory framework of contemporary media in the UK
- how processes of production, distribution and circulation shape media products
- the role of regulation in global production, distribution and circulation

This should be linked where relevant to

- social,
- cultural,
- economic,
- political,
- historical contexts.
- the significance of different ownership and/or funding models in the television industry (i.e. whether media companies are privately or publicly owned, whether they are publicly or commercially funded etc.)
- the growing importance of co-productions (including international co-productions) in the television industry today the way in which production values are shaped by economic factors
- the impact of risk aversion on television production (e.g. in terms of the commissioning and financing of programmes)
- the different sources of funding available to producers working in the television industry today



The Bridge (iii/1)

- 'Bron/Broen/ The Bridge': a Swedish/Danish co-production
- Series 3, Episode 1
- Sat 21 Nov 2015 9pm BBC Four
- Written by Hans Rosenfeldt
- Original Network : SVT1 Sweden
- DR1 Denmark
- UK Broadcasters: BBC 4
- 3 seasons, 30 episodes
- Production of series four has begun, with broadcasting scheduled for the spring of 2018.



Series 1 began with a body found half way between Sweden and Denmark on the Øresund Bridge linking Malmö to Copenhagen.

Series 2 ended with Saga turning in her partner Martin for murdering the man who killed his son.

Series 2 overview in seven minutes: <http://www.bbc.co.uk/programmes/p038jlbb>

Series 3: Episode 1: When a prominent Danish gender campaigner is found murdered in Malmö, Swedish detective Saga Norén is assigned a new Danish colleague to help with the investigation, but their relationship does not get off to a good start with feelings still running high about her involvement in sending her previous Danish partner to jail for murder.

In Swedish and Danish with English subtitles. <http://www.bbc.co.uk/programmes/b06dl825>



SVT : Sveriges Television

- SVT is the Swedish national public broadcaster
- Funded like BBC - television licence fee payable by all owners of television sets, set by the Riksdag.
- Sweden's Television is a public limited company that can be described as a quango – a quasi-autonomous non-government organisation.
- Has regional offices and production facility in Malmö (used for 'The Bridge')
- Politically it is perceived as being leftist liberal



SVT's regional studio in Malmö

[https://en.wikipedia.org/wiki/Sveriges_Television#/media/
File:SVT-hus,_Malm%C3%B6,_2005-12.jpg](https://en.wikipedia.org/wiki/Sveriges_Television#/media/File:SVT-hus,_Malm%C3%B6,_2005-12.jpg)

Season three of The Bridge (Bron/Broen 2011-) premiered in Sweden on September 27, the same day as in Denmark. The episode attracted 1.5 million viewers in Sweden – about 1 in 7 of the population.



- Danmarks Radio - Denmark's national public-service broadcasting corporation.
- DR is funded by the levying of a licence fee, payable in Denmark by all owners of radios, television sets, and, in recent years, computers and other devices capable of receiving its content
- Politically it is perceived as being leftist liberal

'It dominates Danish cultural life to the extent that, each week, ninety-seven per cent of the population listens to or watches something from its Web site or one of its ten radio stations and six television channels ...Danes with televisions pay an annual licensing fee of about four hundred dollars, giving DR a yearly budget of six hundred and sixty million dollars. Because Denmark is small, and relatively heterogeneous, DR can attempt to appeal to almost everyone. It is both mass-oriented and high-minded—CBS and NPR, with a touch of HBO. Like the BBC, it is considered a tent pole of the nation's identity, and even though it is by definition apolitical, it is suspected in certain quarters of harboring a left-wing agenda.' Lauren Collins in The New Yorker <http://www.newyorker.com/magazine/2013/01/07/danish-postmodern>



Danish television funding

- Drama and quality programming are often financed through (1) co-funding with external partners (most often foreign broadcasters and/or foreign distributors); (2) canned programming sales; (3) pre-sales of canned programming; (4) format/remake sales and (5) international funds, both regional and international as well as pan-national funds.
- The Journal of Popular Television, Volume 4, Number 1 When public service drama travels: The internationalization of Danish television drama and the associated production funding models
- Authors: Jensen, Pia Majbritt; Nielsen, Jakob Isak; Waade, Anne Marit

Industrial/Economic context

Audio interview with the producer of 'The Bridge' Anders Landström with transcript and focus on additional funding from the EU Creative MEDIA programme

https://ec.europa.eu/programmes/creative-europe/content/creative-europe-backs-scandinavian-crime-saga_en

'The Copenhagen Film Fund is actively investing in the series with the aim of bringing much of the series' production to Denmark in order to secure more employment for Danish film talent – a larger Danish crew has already been signed on for the shoot. ensuring that the Danish film industry benefits not only economically, but also from the high visibility to international audiences'

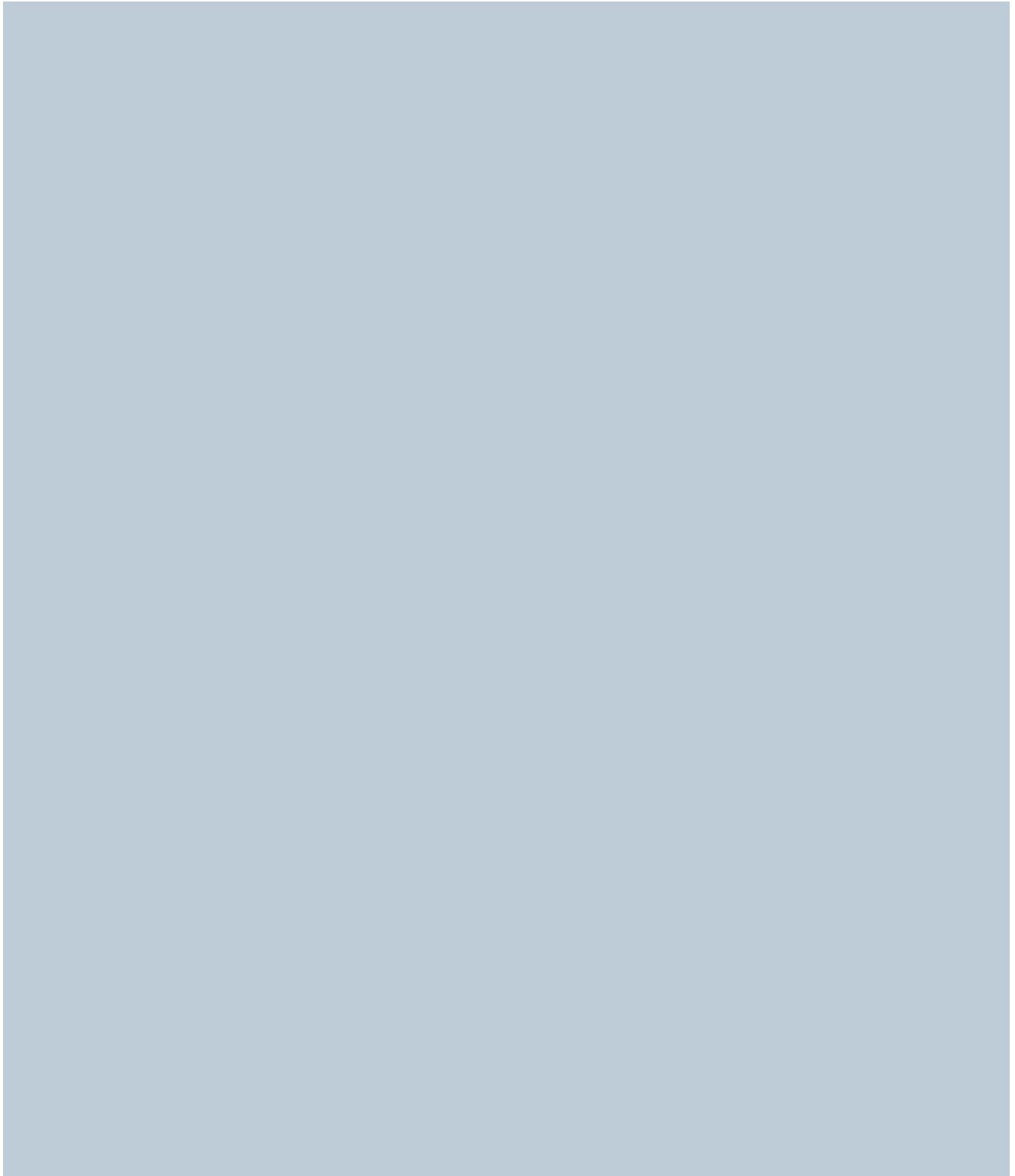
<http://mecetes.co.uk/bridge-3-will-danish-says-copenhagen-film-fund/>

- Co-production between Filmlance in Sweden and Nimbus Film in Denmark as main producers of the series, co-producing with CFF and Film i Skåne as well as various other European partners
- People are employed by Filmlance and by Swedish laws and regulations but we are filming and shooting in both countries. Most of it is going to be shot in Malmö in the south of Sweden



Task: Read the factsheets and articles on slides 3–7 and watch the interview. Summarise the key points made about the financing and production context of ‘The Bridge’ and its impact.

Use the digital resource ‘**Summary**’ to compare your ideas with those suggested.





Potential downsides to the rise of international co-productions

- In a global marketplace already dominated by English-language content, especially of the American and British variety, could the potential transition into an era of more international co-productions further homogenize the global market? Or will the fact that American and British production entities are bringing their money to other regions with fewer resources mean more diversity in the stories being told to a wider, global audience?
- These are questions that some operating within the international TV market are considering. Will Gould, the head of drama at Tiger Aspect (Ripper Street), told The Guardian in a 2013 article: Sometimes a script comes to your desk that has four or five different nationalities and a note saying 'these nationalities will change depending on who is financing the project.' I worry about creating drama purely by the funding. But if there is a valid dramatic reason for having all those characters, I am up for it.
- There's also the question of the clash between the public and the commercial. In most countries, television developed along much more public lines than in America, where commercial broadcasting pretty much reigned supreme from the get-go. In the UK, BBC1 is the country's most-watched network, and it has a public mandate to "inform, educate, and entertain." The BBC holds some kind of responsibility to the state and its citizens. CBS, America's most-watched network, only has a mandate to its shareholders. Does the teaming up of public broadcasters with international, commercial producers endanger/corrupt the responsibilities of public broadcasters to the financial goals of the commercial broadcaster?
- Transnational TV drama co-productions may be a commercial function of a global market, but I still have hope that an increase in more transnational and international stories will be good for the American public. Sure, in a domestic market where more people watch Dancing with the Stars than The Americans, high-end TV drama is not going to change the hearts and minds of a country with isolationist tendencies in an increasingly interconnected world, but — as an art form that specializes in empathy — it might change a few.
- This article originally ran on March 29th, 2016. <http://www.denofgeek.com/us/tv/the-night-manager/253935/are-international-co-productions-the-future-of-tv-drama>



BBC Four – UK broadcaster

- BBC Four has a service budget of £48.7 million in 2016/17.
- BBC Four's primary role is to reflect a range of UK and international arts, music and culture.
- It should provide an ambitious range of innovative, high quality programming that is intellectually and culturally enriching, taking an expert and in-depth approach to a wide range of subjects.
- It should offer international and foreign language feature films and a range of foreign language dramas and documentaries. Foreign language output should regularly be subtitled, including in peaktime, to allow people from around the world to be heard in their own voices



http://www.bbc.co.uk/bbctrust/our_work/services/television/service_licences/bbc_four.html

Scheduling 'The Bridge':

- Importance of crime dramas to channel/ratings (in US, 42% of people regularly watch crime drama, Parrot Analytics Cross-platform Hottest Genres Jan/Feb 2016 found high demand rating across 44 countries, Kayla Hegedus MIPblog.com found 29.55% watch crime drama regularly)
- They were first broadcast on Wednesday nights at 8pm in Denmark and 9pm in Sweden. By screening the final episode immediately after episode 9, DR1 managed to screen episode 10 simultaneously with SVT1.
- In the UK it filled the Saturday night 9pm "Subtitled drama" slot that had previously been occupied by e.g. Les Revenants, Hostages etc In the UK, the series was shown in weekly two-episode blocks on BBC Four and BBC HD from 21 April 2012
- The Daily Telegraph reported in February 2014 that The Bridge was on screen in 174 countries. <http://www.telegraph.co.uk/culture/tvandradio/tv-and-radio-reviews/10602238/Clive-James-The-end-of-The-Bridge-I-might-die-of-despair.html>
- Remakes – US for FX– 'The Bridge' with Diane Kruger. Anglo/French – 'The Tunnel'



Marketing: The Season 3 trailer

Task: Use the digital resource ‘Marketing’. What are the posters, trailers and DVD covers “selling” to their target audience?

<https://www.youtube.com/watch?v=pAJVDUOmUjk> UK BBC Four The Bridge

<https://www.youtube.com/watch?v=SLsKpDTODSo> Bron 111 Scandinavian version

DVD/Wallpaper



<https://store.bbc.com/the-bridge/series-3>



How is 'The Bridge' marketed to target audiences?

Look at the interviews, websites and articles in the digital resource 'Target audiences' and at the images on pages 16 – 28. Make a list of how "The Bridge" is being marketed to target audiences, with specific examples.



Press coverage

<https://www.youtube.com/watch?v=Y5vQ7QWK5Cw>

Sofia Helin Goes Back To The Bridge | Interview on This Morning Nov 4, 2015

<https://www.youtube.com/watch?v=i55srj0dw74>

Bron Broen III Premiere event with the fans



<http://mecetes.co.uk/wp-content/uploads/2016/03/bron-s3-rt01-218x300.jpg>



<http://www.radiotimes.com/news/2015-11-16/id-rather-be-a-feminist-icon-than-a-sex-symbol-says-the-bridge-star-sofia-helin>

Radio Times Interview with Ben Dowell 16/11/15



Nordicana convention & interviews

<https://www.youtube.com/watch?v=VLaBUY7mWFY> Nordicana 2015.
Interview with Sofia Helin

<https://www.youtube.com/watch?v=-OXVKkGK4lc>
Saga and Henrik interview



<http://nordicnoir.tv/news/nordicana-2015-photo-album/>


Netflix

'The Bridge' Is Available For Online Streaming In The Following Countries

- Austria
- Germany
- Switzerland
- Canada




BBC Four website

[Sign in](#)[News](#)[Sport](#)[Weather](#)[iPlayer](#)[TV](#)[Radio](#)[More](#)

FOUR The Bridge

[Home](#)[Episodes](#)[Clips](#)[Characters](#)



Danish/Swedish crime drama.

On iPlayer

This programme is not currently available on BBC iPlayer

On TV

There are no upcoming broadcasts of this programme

Last on

Episode 10

Series 3

SAT 19 DEC 2015 22:00
BBC FOUR


[All previous episodes](#)

Buy online

[Where to buy](#)

Available on:
Video download


From suppliers:
BBC Store



What happened last series?


As series 3 begins, get a quick recap of what happened to Saga and Martin in series 2.

Clips




The 'time out' room

Series 3, Episode 10
DURATION: 01:10



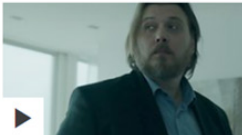
Henrik checks on Saga

Series 3, Episode 9
DURATION: 00:01



New suspect

Series 3, Episode 8
DURATION: 00:01




Henrik's Missing Family

Series 3, Episode 7
DURATION: 01:28

[See all clips from The Bridge \(14\)](#)


Characters



Meet Saga, her Swedish colleagues and her Danish counterparts across the bridge.

- [Read more](#)

'Saga is becoming more unstable'



The Bridge's Sofia Helin untangles her character's complex emotions.

- [Read the full post](#)
- [Listen to Sofia discuss Saga with Simon Mayo](#)



Nordic noir website

<http://nordicnoir.tv/>

The screenshot shows the homepage of the Nordic Noir website. At the top is a navigation bar with links: HOME, NEWS, TV SERIES, FILMS, TRAILERS & CLIPS, NORDICANA, COMPETITIONS, SHOP, GALLERIES, and FILM CLUB. The main banner features a large image of a man and a woman in a dark, moody setting, with the text "THE DISAPPEARANCE" and "EVERY PARENT'S WORST NIGHT". Below the banner is a welcome message: "Welcome to The UK Home of Nordic Noir Drama and Beyond". This is followed by a paragraph explaining the genre's roots in TV dramas like *The Killing*, *Borgen*, *Wallander*, and *The Bridge*, and mentions that the site provides details of complimentary series from all across Europe and beyond. A "LATEST NEWS" section is visible below the text. On the left and right sides of the main content area are promotional boxes for "THE BUREAU" DVD releases, with "OUT ON DVD NOW" on the left and "OUT ON DVD APRIL 17" on the right. At the bottom, there is a cookie consent message: "This website uses cookies to improve user experience. You can learn more about cookies by going to our information on cookies page. By continuing to use the site, we'll assume you're okay with the use of cookies on this website." There is also a small "Don't show this message again" link.



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The Bridge UK

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YouTube

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Videos

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TV series

Invite friends to like this Page

Recommend this Page to friends

Let friends know about interesting Pages

The official UK page for The Bridge - from Nordic Noir & Beyond / Arrow Films

16,549 people like this and 15,822 people follow this

YOUR GAMES

RECOMMENDED GAMES

Sarah Diane Fleming

Luke Paslowski

Kat Benbow

Joanne Ferry

Edward Cox

Lucas Casey

Chris Stringer

Yarn Sayers

MORE CONTACTS (2)

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Behind The Scenes of The Bridge II

6 photos · Updated 2 years ago

Take a peek at some rare behind the scenes shots from the production of The Bridge II. We hope you like them! Find us at www.nordicnoir.tv

YOUR GAMES

RECOMMENDED GAMES

Sarah Diane Fleming

Luke Paslowski

Rob Goodman

Joanne Ferry

Edward Cox

Lucas Casey

Chris Stringer

Yarn Sayers

MORE CONTACTS (1)

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Sign Up

Not a particularly well kept secret but we welcome the confirmation!

18 August 2016 ·

Confirmed: The Bridge to return for fourth season

Good news, Nordic Noir fans. It has been confirmed that The Bridge will definitely return for a much-hyped fourth season.

WWW.THELOCAL.SE

Like Comment Share

3.2k

Top comments

Like Comment

Danusa Bonetti Possamai

28 October 2016 at 20:01

Hey folks, does anybody know where is the second season from Netflix?

2 Comments

Like Comment

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The Killing UK

Arrow Films

YOUR GAMES

RECOMMENDED GAMES

Sarah Diane Fleming

Luke Paslowski

Kat Benbow

Edward Cox

Lucas Casey

Chris Stringer

Yarn Sayers

John Lawrenson

MORE CONTACTS (1)

Lara Buckley

Search



Twitter

The Bridge
@malmocopenhagen
A dedication to our favourite Scandi thriller. Bringing you all things Danish, Swedish and Bridge-ish.
Currently sorting S4
Joined January 2014
98 Photos and videos

TWEETS 718 FOLLOWING 1,105 FOLLOWERS 1,116 LIKES 2,333 LISTS 1

Tweets Tweets & replies Media

The Bridge @malmocopenhagen · 10 Sep 2016
Looks like the opening of #TheBridge4 is gonna chuck us right into the darkness. Darkness that we've come to love 🇸🇪

'The Bridge' S4 Will Be Most Disturbing Series Yet
Writer of 'The Bridge' and 'Marcella' explains why female coppers are easier to write.
huffnatonpost.co.uk

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- Nordic Noir TV @NordicNoirTV
- Ed Westwick @EdWestwick
- Nordic Noir Tours @NordicNoirTours
- Elyas M'Barek @Elyas_MBarek
- Jon Richardson @JonRichardson

Worldwide Trends
#cesar2017
16.7K Tweets

Twitter – Unofficial

Bron III Broen
@Bron_Broen
An unofficial account celebrating all things The Bridge / Bron / Broen.
Joined January 2014
11 Photos and videos

TWEETS 390 FOLLOWING 997 FOLLOWERS 1,448 LIKES 148

Tweets Tweets & replies Media

Bron III Broen @Bron_Broen · 8 Apr 2016
Thoughts people?

Jules Lubbock @lupecz
@Bron_Broen #TheBridge superb finale. Families are social institutions that permit people to behave badly towards one another with impunity

Bron III Broen @Bron_Broen · 21 Nov 2015
Catching up on the beginning of the third series now! What did you think of it? No spoilers please! #TheBridge #Bron #Broen

Bron III Broen Retweeted Jonathan Jardine @JonathanJardine · 21 Nov 2015
Such delights. #Saga and @Bron_Broen. Missing #Martin though. He

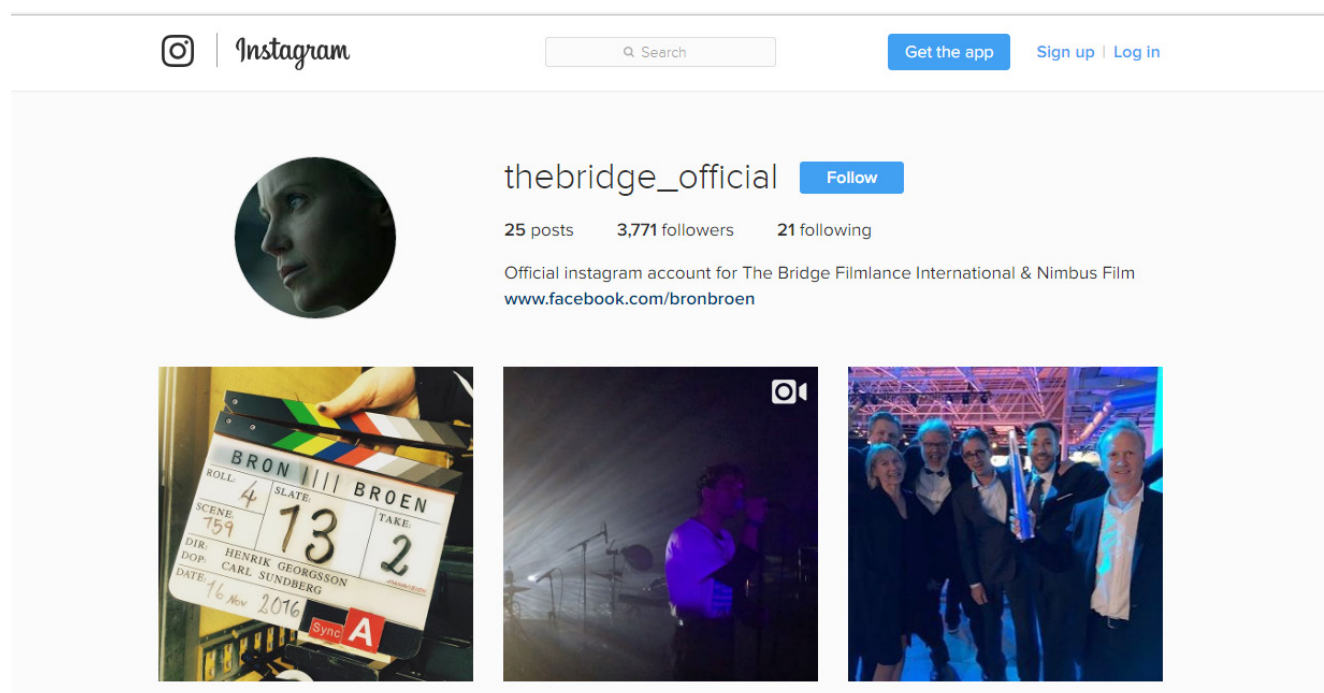
New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

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- Nordic Noir TV @NordicNoirTV
- Myleene Klass @KlassMyleene
- Nordicana @NordicanaUK
- The Office @TheOfficePosts
- The Fall



Instagram



Extended writing task

Essay:

What strategies were used in the marketing and distribution of "The Bridge"? Give specific examples and justify your points.

Consider:

- Website
- Social media
- Netflix

Are these as important as more traditional marketing methods? Poster campaign/trailer/ interviews and publicity.