Industry factors affecting our TV

Crime Drama
Synergy

The process where two companies work together for a positive outcome, usually profit based and for the benefit of the audience.

Luther’s music was composed by Paul Englishby and 3 seasons of music was released by an Independent Record Label called Silva Screen Recordings in 2013.

The lead song was Paradise Circus by Massive Attack which came off their 2010 album Heligoland. The label that released the song in 2010 was Virgin, which later became a subsidiary of Universal Music Group.

The synergistic relationship is subtle between these organisations.

Writer Neil Cross wrote and published Luther based fiction through the US Publishers “Simon & Schuster”, these were intended to tie-in to the BBC programme.

In 1944 Futura Publications Limited worked with writer(s) Ian Kennedy Martin and Joe Balham to publish 9 books all based on the character of Regan in the Sweeney. Thames Television allowed images to be used for the front covers of the books and Futura actively promoted the TV programme that was being aired in the UK on Television.

Merchandise

The use of a brand or logo on products to help sell to a mass audience. Official merchandise needs to be endorsed by the production company.

It is key to recognise that due to the mature audience that Luther appeals to, merchandise is not a key factor to the success. Many of the items that you could purchase to enhance your relationship with the programme were designed to appeal to this mature audience.

Online stores and craft sites sell a range of merchandise including:

- Mugs, Glasses, Cups
- Posters, Signs
- Clothing, including shirts and sweaters

A lot of merchandise is unofficial and not endorsed by the BBC.

The Sweeney was produced and distributed in a very different time period where merchandise and access to it was significantly challenging. The cost of making the items would have been quite high and the internet was not around to help sell it to audiences.

Nostalgic and unofficial merchandise is rare but can be found; mainly t-shirts, mugs and art-work using quotes and imagery from the original programme.
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Convergence
The merging of mass media communication platforms into single pieces of technology for the benefit of the organisation and the user.

Luther was, after initial broadcast on BBC One, made available on the BBC's online platform iPlayer. This allowed users 30 days to watch the programme after its initial release.

BBC iPlayer also regularly offer the entire ‘box set’ of Luther through its BBC iPlayer app and since 2015 through BBC Store (an online Video on Demand site) as a permanent purchase. This is directly reflecting the reduction in DVD production.

Luther is also available on Netflix and since 2016 the 4th series has now been added, allowing users to watch the programme on portable devices and on the move.

Funding Models
There are 3 primary models in television programming: public service broadcasting, commercial and subscription.

Luther is broadcast on the BBC. The BBC is the UK's primary Public Service Broadcaster. They have a clear remit, set out by a royal charter, to provide audiences with a diverse mix of content that Educates, Entertains and Informs. Luther, as a contemporary TV Crime Drama, fundamentally fulfils the BBC's aim to entertain its audience.

The BBC would have been able to make a profit when the episodes were screened in the US as BBC America is a commercial funded channel that relies on advertising revenue to make programmes. Luther was seen as a success by BBC America, and by Series 4 was increasing US Audiences by 87%.

The Sweeney was broadcast on ITV, which in 1974 was the UK's only Independent Television Channel that relied on commercials (advertisements) to fund the production of television programmes. The quantity of viewers for each episode would have guaranteed ITV some income from advertisers who wanted to place commercials in the breaks.

The Sweeney was not available on any other platform of exhibition until it was made available on the streaming site Daily Motion (date of upload not confirmed). It is unclear as to whether this upload is authorised by ITV and Thames. It has not been made available on ITVPlayer or Netflix (correct as of May 2017).
Regulation

The management of content against a set of rules or guidelines to primarily protect vulnerable audiences.

Luther carries a 15 rating in the UK and was broadcast beyond the watershed at 9pm. When the programme was released in the USA it carried a TV-MA rating which suggested the content was not suitable for those under 17 years old.

The main reasons for these regulatory guidelines is the depiction of crime, blood, violence and swearing.

Across all four series there is also reference to sex and prostitution and the very nature of the lead character working in the Serious Crime Unit suggests that the narrative would contain these mature themes.

The Sweeney carries a 15 rating and has only been broadcast in the UK and Australia. When broadcast by ITV it was in the post-watershed 9pm slot.

The characters working in a Serious Organised Crime department suggests that there are mature themes regarding violence and theft. There is mild swearing and some references to sexual activity, but considerably mild in contrast to the limitations put upon today's modern audience.