

Cultural Industries and their values

Which tried and tested methods do we see repeated in Humans to attract an audience? Stars/genres/adaptations

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| **PRODUCTION** |  |
| **DISTRIBUTION** |  |
| **MARKETING** |  |
| **EXHIBITION** |  |

Stages of productions – linked to Humans – companies involved

Synergy and convergence – How do two or more companies synergise?

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