



Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

January and June 2024

PRE-RELEASE

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

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INSTRUCTIONS

- Complete all the parts of the task.
- You will use your findings from this task in the exam.
- You can summarise your findings on the 2 lined pages in this booklet and take it into the exam.
- At the end of the exam hand in this booklet with your exam paper.

INFORMATION

- This document has **4** pages.

ADVICE

- Keep a clear record of your findings as you work through the task.

Pre-release research brief

Unit 25: Research for product development

Extreme Impulse is a new niche, commercial TV channel focused on extreme sports. Extreme Impulse's main USP will be creating original recorded content about the people involved in, and activities that are, extreme sports.

Extreme Impulse's primary target audience is 24–55-year-olds who play extreme sports or take part in dangerous activities, such as sky diving.

Extreme Impulse will broadcast every day for six hours between 3 pm and 9 pm. Within six months, Extreme Impulse also wants to launch Extreme Impulse2 that will broadcast live content. Extreme Impulse will need to complete market research to see if this is viable.

You are an intern at Extreme Impulse. Your job is to help with the research and planning to help make sure that Extreme Impulse's launch will be a success.

Your research role has three parts:

1. **Gathering information to plan and develop the original content for Extreme Impulse.**

The key areas that you should research are:

- Audience requirements
- Broadcast, scheduling, and distribution opportunities
- Content of extreme sports TV programmes and channels
- Conventions of extreme sports TV programmes
- Equipment
- Legal and ethical considerations
- Opportunities for sponsorship by commercial companies
- Regulation of TV programmes and channels

2. **The production processes involved in creating the content for Extreme Impulse.**

The key areas that you should research are:

- Contingency plans
- Job roles
- Production methods
- Production paperwork
- Recording interviews and live broadcasts
- Risk assessments and recces

3. **Launching the Extreme Impulse channel.**

The key areas that you should research are:

- Above the line advertising methods
- Below the line advertising methods
- Market research techniques for future products
- Social media marketing of commercial TV

