

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

January and June 2026

PRE-RELEASE



Please write clearly in black ink. **Do not write in the barcodes.**

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 two 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

Olden Times Entertainment is a television production company specialising in historical drama series. The company is planning to produce a new historical drama series, called Havoc: England Goes To War, set between 1642–1651, during the English Civil War.

The story follows the Cradowen family from Worcestershire. The family has divided loyalties with some members of the family on the Royalist (Cavaliers, supporters of King Charles I) side and some on the Parliamentarian (Roundheads, supporters of Oliver Cromwell) side.

Olden Times Entertainment wants to distribute the series via a streaming service and potentially a mainstream commercial television channel. The company intends to run the drama for three seasons, each containing eight episodes.

You have been hired as a research assistant by Olden Times Entertainment to support the planning, production, and launch of Havoc: England Goes To War.

Your role as a research assistant involves three main tasks:

1. Research for the planning and development of Havoc: England Goes To War

The key areas that you should research are:

- Target audience for historical dramas
- Budgeting and financing
- Timescales and scheduling
- Conventions of historical dramas
- Equipment
- Stakeholder engagement
- Legal and ethical considerations
- Regulation of TV programmes and channels.

2. Investigating production processes for creating a pilot episode

The key areas that you should research are:

- Key milestones
- Roles and responsibilities
- Production documentation
- Content and representation
- Risk management
- Screen tests.

3. Supporting the launch of Havoc: England Goes To War

The key areas that you should research are:

- Above-the-line advertising methods
- Below-the-line advertising methods
- Marketing materials to the target audience
- Audience participation.

