



Australian Government



# Pathways to Audience Guide

Understanding audiences, pathways, platforms and financing opportunities requires constant research and awareness in an ever changing environment. The following websites may provide useful information and insights. You do not need to answer each question below. These are prompts to get you to think more rigorously about development, audience, budgets and financing.

- <https://www.screenaustralia.gov.au/fact-finders/cinema>
- <https://www.pwc.com.au/industry/entertainment-and-media-trends-analysis/outlook.html>
- <http://www.bfi.org.uk/film-industry/lottery-funding-distribution/insight-reports-case-studies-audience-research>
- <http://www.nielsen.com/au/en/insights.html?pageNum=1>

## 1. Who is the target audience for your project?

- Can you describe the audience and the kind of consumer community your audience belongs to? (Attitudes, habits, hobbies, shared interests, online communities)
- What are the behaviours / motivations that will drive this audience to the project?
- Would you describe the core audience as mainstream or niche? How big is the audience in Australia? Globally?

## 2. Why will this audience want to see your project?

- What elements does the project have to 'hook' the target audience?
- Why will the project appeal to the audience?
- Does the project have an existing fan base or source material?
- How would you position/pitch the project to each audience segment?
- List recent comp titles that target the same audience, and why are they similar (without being derivative)?
- What are the universal themes in your project's story that will engage the audience?
- What is the anticipated rating (if applicable) and how will this resonate with the target audience?

## 3. How will an audience find and engage with your project initially and then in the longer term?

- On which platform will the audience first consume the content? Other pathways and platforms?
- Considering all platforms, why is the proposed primary platform the most suited to this project?
- What are the audience trends for the primary platform?
- Does the episode length and structure support current audience consumption behaviour?
- Which local distribution partners (theatrical, streaming, Free To Air, online) will you target and what is your local distribution strategy?
- Which international distribution partners (theatrical, streaming, Free To Air, online) will you target and what is the international distribution strategy?
- Are there promotional partner organisations/companies/third parties that are an obvious fit?
- Does this project require a specific release window eg Xmas, Anzac Day?
- What are your strategies, throughout the stages of development and production, which will build interest and awareness with the target audience?
- For theatrical feature film release, what is the scale of the release, wide, limited, festival, or alt content?