Audience Research

It’s for a place or website to gather people who have interest in their community to express thoughts, opinions or even knowledge on the topic or film. This can be used to help its own community with questions and make it easier and more suitable for customers/visitors or new arrivals on media mostly before going to a place.

Target Audience

If it’s a production its what type of audience, it’s for which is by age or gender or where its at. This is very important for different subjects of film especially. In the UK film is reviewed by the BBFC for approval on age and audience type.

Examples:

“Joker” is rated a 15 (by BBFC) in the UK but rated R in the US due to law differences – but is not for kids.

“Deadpool” is rated PG-13 which means a parent must be present if they have a kid below the age of 13.

BBFC: <https://bbfc.co.uk>

Existing Relevant Websites

<https://www.imdb.com/title/tt7286456/>

IMDB is a film, show and video game website which is for ratings, reviews, backstory and credits on any type of production. Its community based for any person who likes any interest of film, who can fit in to their own community who have similar interests like they do.

It has a search bar for a history of movies and tv shows.

-News and community tabs

-Movies and TV showtimes

-Celebs related to any movie

Also, they have their social media tab.