**Framework to consider in developing your proposal**

1. **Research Question and Project Rationale**

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| what do you plan to research? how will you research it?  & why it is important to research this subject? |
| My thesis is going to shine a light on how the consumption of movies and tv-shows has evolved significantly over the years. Now fewer people go to movie theatres and watch cable TV. People have turned to watch streaming services instead.  The two major questions my thesis is going to answer is:  What has brought about the changes in the consumption of content?  How does this affect the VFX industry?  To understand the consumption, I will look into data of content use over time and then analyze it and see and how has this changed over the years. I will also look at how VFX has evolved over this time period.  This thesis will help us to understand how to keep up with ever changing trends in content consumption and how our job roles will change in the industry. |

1. **At least 5 keywords**

Content consumption

Economic

Trends

Commercialization

Technological

1. **Situate your proposal in relation to key texts, issues and debates.**

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| Name and explain authors relevance to your project proposal |
| **Andrew Wallenstein**  President and Chief Media Analyst of Variety Intelligence Platform, a new extension of the Variety brand focused on market research. He has been with Variety since 2011, previously as Co-Editor-in-Chief.  **Allan V. Cook**  Managing director with Deloitte Digital & the Digital Reality Business leader, working with clients on VR, AR, MR, 360 & immersive strategies & experiences. He works with a wide variety of organizations on strategy, scenario planning, business transformation, innovation & digital reality. |

1. **Research Methodology and Analysis**

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| Include names of case studies, images, material examples like artworks, games or films. |
|  |

1. **Bibliography (not included in word count)**

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| Harvard Style – For guidance on how to reference correctly (using your UAL login)  see appropriate examples on <https://www.citethemrightonline.com/> |
| This paper provides how the use of VFX in Hollywood films has changed over time, and how advancements in digital technology have influenced the creative process.  Natalie Powel. (2019)  “*Hollywood’s Relationship with VFX: The Role of Digital Technology in Film Production*” [ 28th April  2023].  This paper talks about how the rise of digital media has affected the film industry, including the increased use of VFX.  Shao-Kang, L and Wei-Ying, H. (2013). “*The Impact of Digital Media on the Film Industry*”. [ 20th April 2023]  This paper explores the changing landscape of film distribution, from the dominance of blockbuster releases to the rise of streaming services.  Scott, T and Katya, J. (2018). “*The Evolution of Film Distribution: From Blockbuster to Streaming Services*” [23rd April 2023]  This paper explores the growing trend of mobile movie consumption and how it is transforming the movie industry.  Vinicius Navarro (2017) *“Mobile Media and the Transformation of Movies”* [ 28th April 2023]  This research paper speaks about the current trends of streaming services and evaluates their impact on various consumer segments.  This paper specifically highlights the changes observed during and after the COVID-19 pandemic and it was found that 87% of consumers felt that their use of streaming services increased during the pandemic and increased thereafter due to the flexibility of working from home.  Garima, S.N. and Dr Surbhi, D. (2020). *Role of Covid as a Catalyst in Increasing Adoption of OTTS in India: A Study of Evolving Consumer Consumption Patterns and Future Business Scope.* Available at: <https://www.amity.edu/gwalior/jccc/pdf/dec_28.pdf> [Accessed 12 May. 2023].  The author claims the impact of COVID-19 on the usage of various Media and Entertainment Services. It was found that people were using online platforms more for entertainment instead of the television as it telecasted old or repeated episodes during the lockdown in 2020.  Sunitha, S. and Dr Sudha, S. (2020). *Covid-19 Conclusion: A Media And*  *Entertainment Sector Perspective In India*.Available at: <https://www.researchgate.net/profile/Sunitha-S-2/publication/344561393_Covid19_Conclusion_A_Media_And_Entertainment_Sector_Perspective_In_India/links/5f80483f92851c14bcb9397c/Covid-19-Conclusion-A-Media-And-Entertainment-Sector-Perspective-In-India.pdf> [Accessed 12 May. 2023].  This paper highlighted the emergence of consumer trends and special demands that began years ago and accelerated during COVID times. While digital content providers and the movie-producing companies themselves shifted relatively smoothly towards new broadcasting models, brick-and-mortar movie theatres have had their operations halted in such a manner that their resumption after the pandemic also became uncertain.  Horváth, Á and Gyenge, B. (2021) *Movie Consumption Related Trends and Countertrends In Consumer Behavior.* Available at:  <https://essuir.sumdu.edu.ua/bitstream-download/123456789/83945/1/Horvath_Movie_Consumption.pdf> [Accessed 12 May. 2023].  This paper speaks about how content creation has evolved over the years, and specifically how streaming services have started investing in original content creation. Prior to the pandemic, visual effects would be used mainly in cinema films. During the pandemic, content consumption shifted towards streaming services, which were far more accessible. In 2019, Netflix spent $15B on original content creation, which is the same amount as Viacom CBS, the parent of Paramount Pictures. These players are competing not just for customers, but also for content production resources and this has helped VFX to get a better foothold in content for online platforms.  Allan, V. (2020) *The Future of Content Creation: Virtual Production Unlocking Creative Vision*  *and Business Value* [Accessed 12 May. 2023]. Available at:  https://sus-tmt-the-future-of-content-creation-virtual-production.pdf |

·      Title page

·      Abstract

·      Acknowledgements

·      Contents page(s)

·      Introduction

·      Literature review (sometimes within the introduction) Materials/sources and methods (can be part of every chapter if these are different per chapter)

·      Methodology (all approaches, and methods applied to develop findings, including any not covered in Literature review)

·      Themed topic chapters

·      Results

·      Discussion or Findings

·      Conclusions

·      References

·      Appendices

**OR**

* Research title or question
* Key words
* Introduction
* Literature review
* Research design, methods, and schedule
* A brief outline of each chapter
* A draft chapter
* Bibliography