

Types of Content

*Documentary, Drama, Animation,
Live Broadcast, Personal
Broadcast*



Drama

Some pros:

- Usually more engaging if done well
- Can tackle sensitive issues because it's fiction
- Can say exactly what you decide to say
- Can get a message across in a short time
- Many festivals and online outlets to disseminate the film

Some cons:

- Can be costly
- Can be ineffective if done badly



Documentary

Some pros:

- Often seen as having more credibility than drama
- Usually inexpensive and uncomplicated to make

Some cons:

- Not as popular as drama or animation
- Usually longer than drama or animation
- Less ways to disseminate the film



Animation

Some pros:

- Because everything is drawn, you are restricted only by your imagination
- Popular, especially with young people
- Can be created on a computer without need for locations
- Only talent needed is animator and possible voices for characters

Some cons:

- Slow, expert work so can be time consuming and costly

Live Broadcast

Some pros:

- Viewers can tune in online from anywhere
- Can be interactive with instant messaging and comments
- Creates a sense of 'event'
- Captures live events in real time

Some cons:

- Very little control of the broadcast because it's live
- Viewers can get bored with delays, pauses that happen in real-time events
- Often need multiple cameras and mixing views to make it work well
- Can be difficult with regards to getting good sound



Personal Broadcast

Some pros:

- YouTubers can amass huge numbers of loyal followers
- Can be done easily and cheaply
- Content can be fully controlled
- Can be 'one off' or a series

Some cons:

- Can be difficult to attract an viewership as there is an overwhelming amount of content
- If you start a regular series there is pressure to maintain a schedule or you can lose followers

