

Analogue Video: Key Technological Factors

Delivery Mechanism	Distribution Method	Audience	Development Costs	Advantages	Disadvantages
Broadcast quality analogue & digital video	Free to air/Satellite Pay TV Film & Video Festivals Libraries Mail order Retail outlets Mail order sales over Internet	Existing public New public Education Market	Recording Production Costs Post Production Costs Distribution Costs (high – medium)	Currently cheaper than producing digital products Tried & true distribution mechanism Easy to convert to digital video master which encodes easily	Limited arts timeslots for broadcast Broadening of Pay TV access & demand required
Non broadcast analogue & digital	Film & Video Festivals Libraries Mail order/over Internet	Existing public New public Education market	Recording Costs Post Production Costs Distribution Costs (high – medium)	Cheaper production costs If shot with experienced cinematographers it can achieve close to broadcast quality Easy to convert to digital master which can be easily encoded	Difficult to achieve broadcast & Pay TV time slots If converting to digital master quality of encoding low