

Article Treatment

Title: Space Wars: The Battle For Your Viewing – Blockbuster Cinema and Streaming in 2020

Duration: 1000 words

Synopsis:

An article reviewing the trend away from Cinema to Streaming services showing the favourable wind in statistics for streaming services (such as Netflix, Amazon Prime and Disney Plus) and whilst not focused on this trend during Covid-19, it will highlight the ‘safeness’ of staying at home to watch a movie via streaming verses going to the cinema – and highlight how Disney Plus has in part saved Disney this year (2020).

Style/techniques:

Friendly, personable, and chatty – professional but informal – relating to the reader, and not being too ‘newspapery’.

Target Audience: Same as *Empire Magazine* from *Bauer Publishing* which lists the following as its target audience:

*“THE EMPIRE READERSHIP is three-quarters male and aged 18-40, employed, in a relationship (although not necessarily married), university educated and time-poor. Empire’s audience is passionate about film — they use cinema as escapism or insight into other worlds. They are also key influencers in their group of friends and within their family — no-one would dream of seeing a film without their recommendation.”*¹

This is relevant to both the advert and the article – the readers of Empire Magazine have voted the following:

2001 – Star Wars (1977) as the greatest movie of all time; with Star Wars: Episode V – The Empire Strikes Back (1980) in 2nd; The Shawshank Redemption (1994) in 3rd; and the Godfather (1972) in 4th.²

2008 – The Godfather (1972) as the greatest movie of all time; with Raiders of the Lost Ark (1981) in 2nd; Star Wars: Episode V – The Empire Strikes Back (1980) in 3rd; The Shawshank Redemption (1994) in 4th.³

¹ <https://www.bauermedia.co.uk/uploads/empire.pdf>, page 3

² <http://news.bbc.co.uk/1/hi/entertainment/1559556.stm>

³ <https://www.empireonline.com/movies/features/500-greatest-movies/> - This poll included 10,000 readers, 150 Hollywood movie makers and 50 key movie critics

2014 – Star Wars: Episode V - The Empire Strikes Back (1980) as the greatest movie of all time; with The Godfather (1972) at 2nd; The Dark Knight (2008) at 3rd; and The Shawshank Redemption (1994) in 4th.⁴

2018 – The Godfather (1972) as the greatest movie of all time; with The Empire Strikes Back (1980) at 2nd; The Dark Knight (2008) at 3rd; and The Shawshank Redemption (1994) at 4th.⁵

These polls of the audience suggest the male dominated love of violence/action-adventures (The Godfather/Empire Strikes Back/The Dark Knight) alongside Spielberg's (who has been named "Legend of our lifetime" and is credited as the inventor of the 'Summer Blockbuster' by Empire Magazine⁶ as well as being listed as one of their top 30 most adventurous filmmakers⁷, as well as the Readership's Best Director of all time in 2005⁸) Shawshank Redemption, which is more poignant film, though again containing violence within an American Prison's death row.

Purpose:

Empire Magazine consider their mission to be:

*"EMPIRE IS, WITHOUT question, the world's most influential film and entertainment brand. Encompassing a print magazine, podcast, website, digital edition and live events strand, nobody speaks to more film fans across the world with more authority. And within the industry, Empire really matters to people. We collaborate with the biggest film studios and distributors and world-class filmmakers and actors to create content that no other brand could pull off. From interviewing Tom Cruise to being on set with Quentin Tarantino to shooting videos with Ryan Reynolds, our access is unparalleled. With world-class writers, critics, photographers and illustrators, every piece of Empire content is considered, premium, polished and connects with the audience, who trust us implicitly and come back to Empire every day, every week and every month."*⁹

And adds:

*"From the multiplex to indie cinemas to home cinema and streaming on their laptop or phone, they now have access to cinematic content 24/7. In an increasingly noisy world, with a wealth of information available, Empire's job has never been more important. We curate, we inform and we entertain, whenever and wherever our audience is."*¹⁰

⁴ <https://www.empireonline.com/movies/features/301-greatest-movies/>

⁵ <https://www.empireonline.com/movies/features/best-movies-2/>

⁶ <https://www.empireonline.com/movies/news/steven-spielberg-named-empire-legend-lifetime/>

⁷ <https://www.empireonline.com/movies/news/empire-30-adventurous-filmmakers-revealed/>

⁸ <http://news.bbc.co.uk/1/hi/entertainment/4600651.stm>

⁹ <https://www.bauermedia.co.uk/uploads/empire.pdf>, page 2

¹⁰ <https://www.bauermedia.co.uk/uploads/empire.pdf>, page 3

Therefore the article must 'curate, inform and entertain' the audience, whilst being trustable, polished and premium. The article must also 'connect with the audience'.

Stance:

There is not critique required – other than to show the facts in an entertaining manner – and to highlight the difference between movies on the big screen (cinema) and the streaming platforms – as big blockbusters now begin to appear on Netflix, Disney+ and Amazon Prime for their premiers, and no longer as much at the Cinema (in part because of Covid-19, but that this is a trend that continues). In light of this, the accompanying movie advertisement will be bold, blockbuster like and Netflix based, appealing to the lovers of Star Wars, The Godfather and Shawshank Redemption – whilst following the Netflix desire to be multi-genre. The Article will also be in favour of streaming movies (but not anti-cinema).

Budget: £120.00 (market standard freelance article fee)

Deadline: 20th November 2020 in time for December's Edition