



THE BFI MEDIA CONFERENCE

29 – 30 June 2017

@BFI #BFIMediaConference

A woman with her hair styled in an updo, wearing a dark blue, long-sleeved dress with a white lace collar and a necklace, is seated at a dark wooden table. She is looking off to the side with a serious expression. On the table in front of her are a glass pitcher and a glass bottle. The background is a plain, light-colored wall.

Food and Lifestyle as a Cross Media Study

Tom Brownlee

Why choose lifestyle media for cross media study?

‘Learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences.’

Eduqas specification overview

Theory zone

Semiotics, incl. Barthes

Narratology, esp Todorov

Representation, incl Gauntlett

Gender performativity, incl. Butler

Genre, incl. Neale and Altman

Audiences, incl. Blumler and Katz, Dyer, Jenkins

Why choose lifestyle media for cross media study?

- Enquiry, critical thinking, decision-making and analysis
- Critical approach to media issues
- Appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy
- Understanding of the dynamic and changing relationships between media forms, products, industries and audiences

Food and Cooking

- Around 30 shows currently on [BBC iPlayer](#)
- Bake Off Final 2015 had the biggest audience that year
- Crossover appeal and flexible links to other formats eg makeover shows, talent shows, dating shows, elimination, travel programs ...

Task Give five reasons why shows about food and cooking are so popular. Draw an outline of your hand with 'food shows' written in the palm and the reasons on the fingers.

The Appeal



- Tutorial/ demonstration approach of how to cook
- Competitive element – Bake Off, Masterchef, Dinner Date
- Uses and Gratifications applications
- Food porn
-

Audio visual medium having to suggest gratification of all five senses of taste, touch, smell, sight and sound



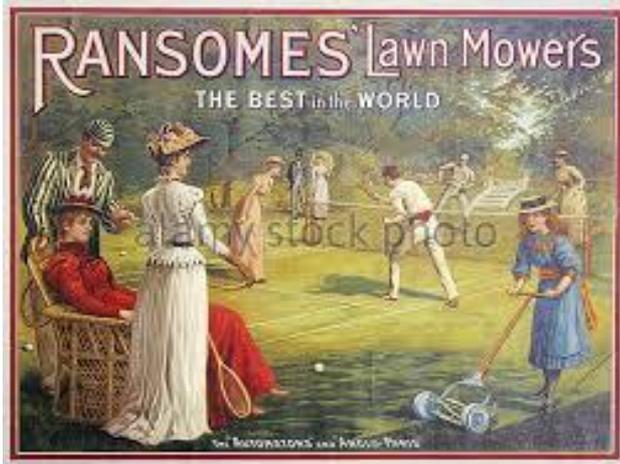
The combination of mise-en-scène - ambient lighting, soft focus, glistening food - languid camera movements which positively caress the food in a series of extreme close-ups - as well as the mood music and teasing female voiceover are all cleverly designed in order to arouse our appetite for the meals on display. The easy listening tunes add to the aura of relaxation and indulgence. Note the role of camera distance and eye level height in positioning the viewer/consumer. The use of close-ups and extreme close-ups seem to place us within touching (or spooning or forking) distance from the irresistible delicacies in front of us.

What do we mean by 'lifestyle'?

Someone's way of living; the things that a person or a particular group do. Links to ideas like use of leisure time, hobbies and interests, values and identity

- *He doesn't have a very healthy lifestyle.*
- *She needs a pretty high income to support her lifestyle.*
- *An alternative lifestyle*

Early Lifestyle advertising



‘This early advertisement on first look may seem like it is ‘selling’ lawnmowers and it is, but the way it sells them is through creating a lifestyle that the lawnmowers can be associated with. The scene of the traditional English summer in a park with people playing tennis and ‘refined’ ladies and gentleman watching and a young girl mowing the lawn do not sell a machine to cut grass, but sell a set of associated ideas and values.’
(Di Naylor, Media Factsheets)

What would you include in lifestyle media?

Crafts and crafts including painting, sewing, gardening

Home decoration

Fashion – from clothes making to dressing to impress

Cooking

Travel and tourism

Music

Sports and activities, incl skiing, skateboarding, horse riding

Task

- Write a sentence using the word lifestyle to show your understanding of the concept

Lifestyle Icons: Zoella and Joe Wicks

A man with curly brown hair and a beard, wearing a blue t-shirt, is smiling and holding a plate of food. He is standing in front of a white background. To his left, there is a colander of green vegetables and a pan of food on a stove.

LEAN IN
15
THE SHAPE PLAN

15 Minute
Meals with
Workouts to
Build a Strong,
Lean Body

**JOE
WICKS**
The Body Coach

Celebrity chefs as brands

What are the brand values of the following?

Nigella Lawson

Gordon Ramsey

Jamie Oliver

The Great British Bakeoff



Zoella as a brand and soap star



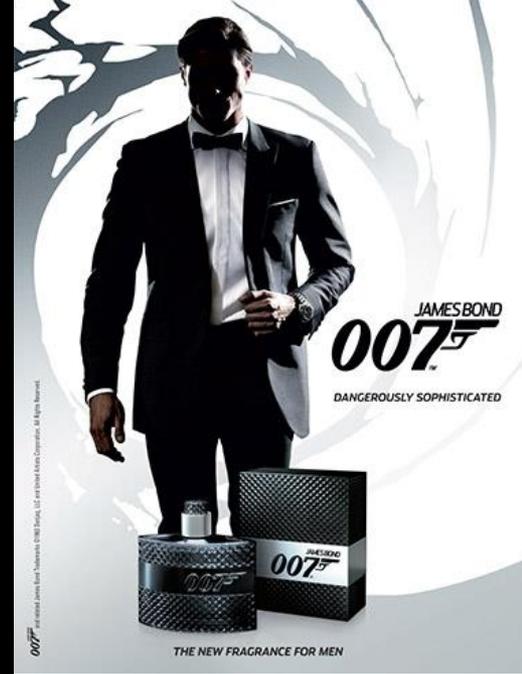
Lifestyle Icon: Zoella

Questions

1. How many subscribers?
2. Who is her target audience? Demographics and VALS/ niche audiences
3. Why do you think she attracts such a large audience?
4. Referring to active audiences theory, explain her appeal to her target audience?
5. If Youtube is free, how does she make a living?

Some key words

- 'WeMedia'
- Clickbait
- Niche
- Free domain
- Product placement (covert advertising)



Media Synergy

Synergy = working together; a mutually beneficial relationship





This is a synergy. How?

This tiny bird is called the **Egyptian Plover** bird.

She gets into the crocodile's mouth and picks out the tiny bits of food stuck in his teeth.

What does she do with them? She eats them and often this completes her diet.

This cleans the crocodile's teeth and keeps his mouth fresh and free from infections.

So, the Plover bird gets her food and the crocodile gets his mouth cleaned. In this way, both are able to help each other!



THE Sun

Saturday, November 7, 2009 60p thesun.co.uk

WHEREVER YOU ARE THIS WEEKEND... **REMEMBER ALL OUR HEROES**

CAPTAIN CRUNCH PRESENTS...

£5 OFF*

AT WHSmith

EXTRA PAGES!

10 FREE SONGS

OR FREE ALBUM TO DOWNLOAD

4M SONGS TO CHOOSE FROM @ sky SKYSONGS.COM

WORKS ON ITUNES AND WINDOWS MEDIA PLAYER

SEE PAGE 57

CHELSEA v MAN UTD

SAMSUNG

THE BIG SHOWDOWNS

HAYE v VALUEV

Simon ... PA Brown

Brown bungle on war

By GURAME WILSON
FINING top brass have accused Gordon Brown of changing Britain's mission in Afghanistan into confusion ... as he yesterday threatened a PULL-OUT.
 The PM issued the warning as he ordered the country's president to clean up corruption that puts the lives at risk.
 Yet in the same speech he also vowed to pull-out.
 Full story - Pages 4 & 5

EXCLUSIVE: X FACTOR BUST-UP

JAMIE AGGRO

From ... singer Jamie Aggro ... Photo ... from Simon Cowell

Afro 'quit' threat over Simon row

EXCLUSIVE by COLIN ROBERTSON
 X FACTOR star Simon Cowell is threatening to QUIT after his relationship with mentor Simon Cowell ends to a new line.
 The singer, who calls himself Jamie Aggro, fears he is being withheld up by judges on the ITV talent show.
 Full story - Pages 6 & 7

Media Synergy and Cross Promotion

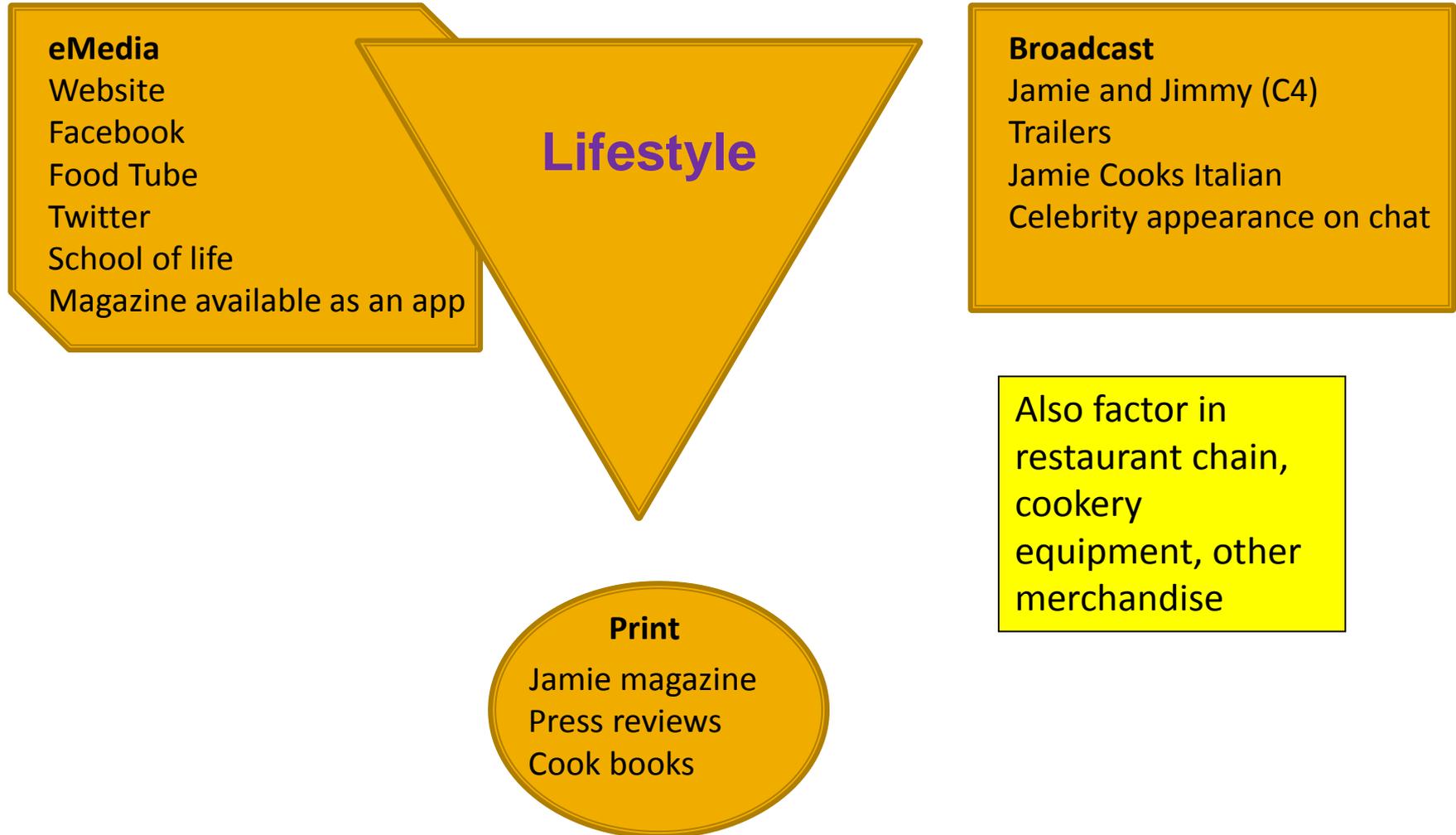
Media platforms are increasingly convergent (coming together) and media institutions are always seeking ways to cross promote and market their products. An aspect of what is often called media 'synergy' is where media and other institutions work together for their mutual benefit.

Media Synergy

Key Terms

- Convergence
- Cross promotion
- Integration
- Reciprocal
- Tie-in
- Spin off
- Social media
- Merchandising
- ...

Cross Media Study: Jamie Oliver



Jamie Oliver Cross Media

SUPER FOOD *Family classics* JAMIE OLIVER



‘Discovered’ by a BBC documentary team while working at the River Café and given his first show The Naked Chef at the age of 24. Since then has been a brand ambassador for Sainsbury’s, a host of numerous shows, food campaigns and the face of a multi-platform franchise with an annual turnover of £10 million +. Most of his TV work in the UK has been with Channel Four.

Jamie Oliver as brand ambassador for Sainsbury's
(2000 – 2013)

Jamie Oliver as brand ambassador for Sainsbury's (2000 – 2013)



Jamie Oliver as brand ambassador for Sainsbury's (2000 – 2013)

‘Oliver's popularity, and his cheeky mockney persona sexes up the Sainsbury's brand, giving it a younger appeal, establishing the supermarket giant as the home of good food with attitude. As for Oliver, he is paid to advertise himself, his TV shows, his restaurants and his own range of products. Marketing heaven!’ (Jonathon Nunns)

Jamie Oliver's Comfort Food trailer (C4)



Food Tube: Jamie Oliver's comfort food



VodLocker



Signifiers, audience and representations of gender

To what extent does each show conform to an aspirational message?

What signifiers of authenticity, rusticity, male bonding and quality are constructed in each text?

The length of each segment is roughly eight minutes – reasons/ narrative structure?

Target audience? Representations of gender?

Brand identity and brand values of each?

Hairy Bikers Comfort Food: Pub Grub (BBC 2 and BBC iPlayer)



**JAMIE
OLIVER**

JAMIE OLIVER'S **FOOD** *Tube*

 Our Little Sister





01:41

Jamie's Food Revolution



JAMIE

VS.

NUGGETS



Equilibrium/ status quo

Disruption!

Can you apply Todorov's narrative structure to Jamie's Food Revolution & Jamie's Dream School?

Recognition and attempts to repair disruption

Resolution and new equilibrium established

Climax!

Applying some theory: Todorov



Equilibrium: Fast food is cheaper and easier

Negative stereotypes of working class kids

Disruption: Jamie Oliver's challenge both assumptions

Attempts to resolve: learning to cook and alter audience perceptions

New equilibrium: home cooking

Oliver's reaction to scrapping of Tories'
manifesto pledge to scrap free school meals to
all primary school pupils

Television appearances: This Morning (ITV)

- Consider the synergy between Jamie Oliver and the ITV lifestyle show. Media 'synergy' is where institutions or brands work together for their mutual benefit.



Television appearances: Letterman Show



**JAMIE
OLIVER**

JAMIE OLIVER'S **FOOD Tube**

 Our Little Sister



**JAMIE SHOWS US HOW TO MAKE
SUNDAY ROAST STEAK**
(RECIPE FROM THE BOOK JAMIE'S GREAT BRITAIN)

FOOD Tube
SUBSCRIBE

Social Media



Jamie Oliver

@jamieoliver

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Recipes

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Events

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Notes

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Featured For You

DATE TO SAVE THE FREE SCHOOL LUNCH
★ STAR CHEFS JOIN PROTEST AT TORY AXE



Public Figure in London, United Kingdom

Community

[See All](#)

Invite your friends to like this Page

6,422,218 people like this

6,204,642 people follow this

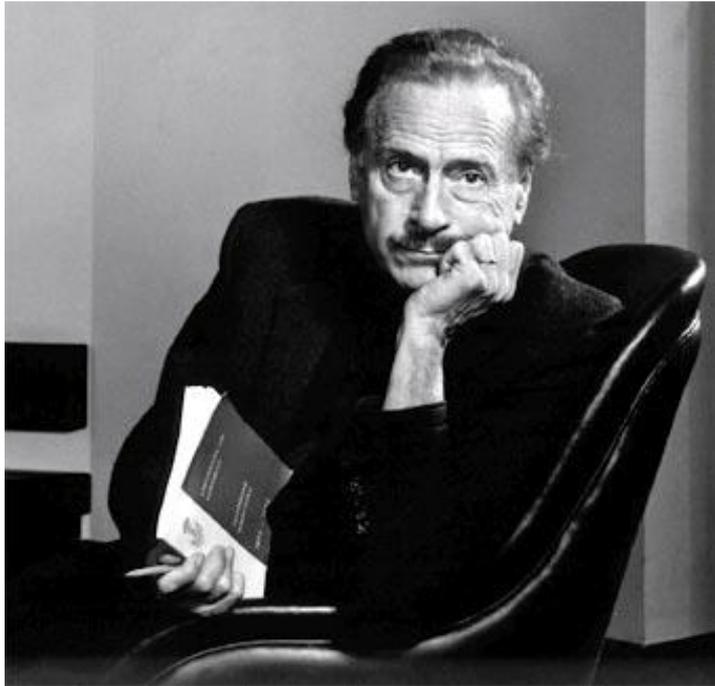
Veronica Legg and 2 other friends like this

Jamie magazine

Comment on the representation of JO on the cover, discussing layout, signifiers of skill and masculinity etc



Theory zone



Jamie magazine is published on recycled paper, sending out a message of its ethical integrity and speaking to the reformer/green psychographic profile of its audience

McLuhan: 'the medium is the message.'



Jamie magazine

GET HOLD OF JAMIE
WHEREVER YOU ARE

AVAILABLE
ON IPAD
& MOBILE



With the *Jamie* magazine iPad app you'll get on-the-go access to brand new recipes from Jamie Oliver and friends, plus helpful tips and tasty insider news – all at the click of a button.

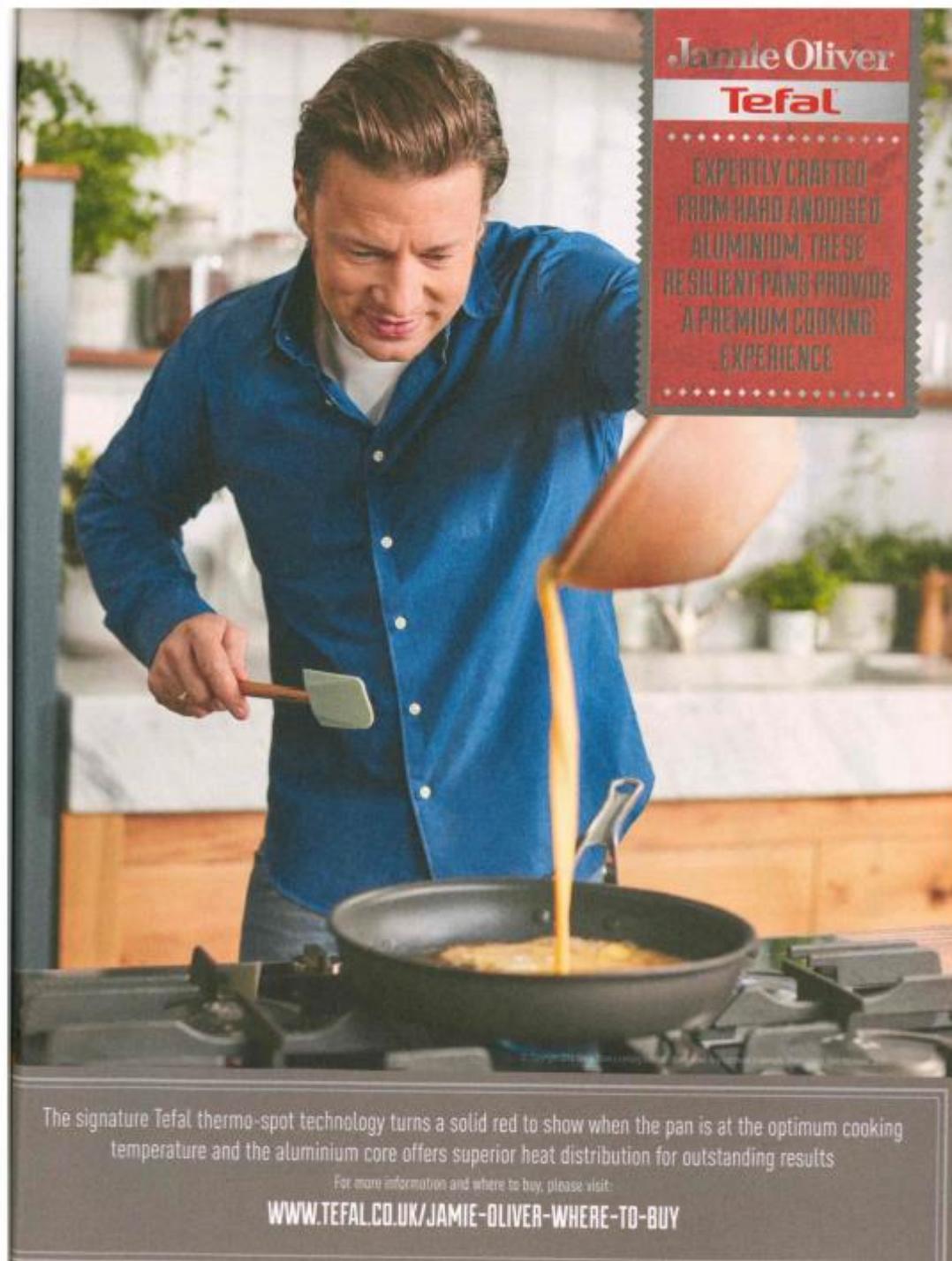
Available now for £3.99 per issue from the iTunes store.

Example of
cross
promotion
and
convergence

Jamie magazine

Example of
celebrity
endorsement & brand
ambassadorship.

Are there any issues or
problems with this?

A photograph of Jamie Oliver in a blue button-down shirt, pouring a yellow liquid from a copper-colored pitcher into a black frying pan on a gas stove. He is holding a spatula in his other hand. The background is a bright, modern kitchen.

Jamie Oliver
Tefal

EXPERTLY CRAFTED
FROM HARD ANODISED
ALUMINIUM, THESE
RESILIENT PANS PROVIDE
A PREMIUM COOKING
EXPERIENCE.

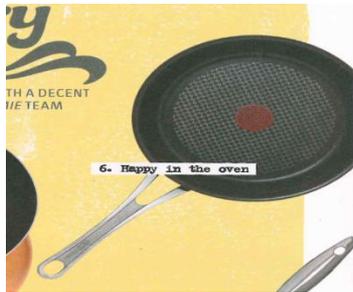
The signature Tefal thermo-spot technology turns a solid red to show when the pan is at the optimum cooking temperature and the aluminium core offers superior heat distribution for outstanding results

For more information and where to buy, please visit:

WWW.TEFAL.CO.UK/JAMIE-OLIVER-WHERE-TO-BUY

Jamie magazine

Cross promotion?



6 The Jamie Oliver by Tefal frying pan (£50, debenhams.com) is a classic. Oven-safe, with a durable anodised exterior and titanium interior, it also has a 'thermo spot' that glows when the pan is hot enough.

KILLER KIT

Come fry with me

TAKE YOUR SEARING TO SOARING NEW HEIGHTS WITH A DECENT NON-STICK PAN, TRIED AND TESTED BY THE JAMIE TEAM

1. Can't scratch me
2. Great for searing
3. Eco-chic
4. Classy copper!
5. Cast-iron
6. Happy in the oven
7. Investment piece

1 A great-value all-rounder, Lakeland's stainless-steel pan (£36.99, lakeland.co.uk) is coated with three layers of Teflon Platinum. This can withstand even metal utensils, so no more wincing when you hear someone scrape a spatula over the surface.

2 Clever technology is at work in the Tri Ply textured pan by Marks & Spencer (£39.50, marksandspencer.com). The base has a subtle waffle effect, which lifts the food slightly during cooking, making browning and searing a breeze.

3 Some cheaper non-stick coatings have been found to contain harmful chemicals, sparking a rise in eco-friendly ceramic versions. Our pick is Ozeri's Green Earth pan (£44.99, amazon.co.uk). Its scratch-resistant Greblon coating is super easy to clean.

4 Copper pans look great, distribute heat evenly and last a long time – but they can also be pricey. This Sainsbury's version (£50, sainsburys.co.uk) is kinder on the wallet but still has three layers of metal, a non-stick coating and a riveted stainless-steel handle.

5 If you're on the hunt for a sturdy cast-iron pan, opt for one from family-run Shropshire producer Netherton Foundry (£45, sawschet.co.uk). Made in the UK, the pan becomes more non-stick over time, so it's built to last. Removable oak handles make it oven-safe, and it comes pre-seasoned, too.

6 The Jamie Oliver by Tefal frying pan (£50, debenhams.com) is a classic. Oven-safe, with a durable anodised exterior and titanium interior, it also has a 'thermo spot' that glows when the pan is hot enough.

7 For an investment buy, splash out on the CTX sauté pan from cult Danish brand Scanpan (£149, mthehaus.co.uk). Incredibly durable, it's made from ceramic titanium and steel and comes with a lid. Expect to turn out dazzling dishes for years to come. ☐

Photography: Marc Stables

HEAT A TREAT 103

Jamie magazine cross promotion

75



EDITOR'S LETTER

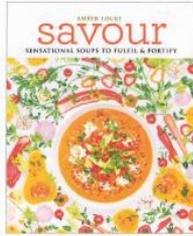
A fresh, happy, healthy new year is under way, and boy does that feel good. Everything went a bit nuts in 2016. Once we started to get our heads around all the adjustments in the UK, that guy from *The Apprentice* became US President - you can't write this stuff. The antidote? I find that food is a wonderful way to help you duck and dive among the strange events of the 21st century - learning new tricks and recipes, discovering exciting places and producers, and cooking bloomin' amazing grub to share with family and friends are what really count.

Some good news from the Oliver household - Jools and I are now getting more than two hours' sleep a night. I must admit, every morning I look in the mirror and think a stranger has broken into my house, then I realise it's me. Five kids later, I'm finally accepting that I'm over 40 (one and a half year's late!).

Personal New Year's resolutions for me are to dance more (style not important, just conviction), ramp up the exercise and get a few quiet weekends in with the missus.

Lastly, in the spirit of reflection and looking ahead, I'd like to thank everyone who has worked on *Jamie mag* since the outset - I'm so proud of what we've achieved. Next issue, we're relaunching! While we're preserving what's special, we're also fine-tuning so we can be sure we're giving you guys relevant, perfectly pitched food utopia every issue - stuff for normal, busy people who want to live like kings. And, of course, keep your tweets and requests coming in - I'm listening.

Jamie O



SOUPER STAR

If you haven't checked out Amber Locke, AKA @rawveganblonde, on Instagram yet, join her followers for a serious injection of nourishing colour. Amber's vegetable collages, which capture a rainbow of veggies in kaleidoscopic patterns, are works of art in their own right. Now, the food writer is back with her second book, *Savour*, which elevates the humble bowl of soup. There are steaming winter one-pots, such as chunky borlotti bean and kale stew, plus lighter ideas to take you into spring - we love the sugar snap peas with rice noodles and the perky miso broth. If you're a fan of smoothie bowls, the fruity soup chapter is as Insta-worthy as it gets. At a time when we're all in need of more good stuff in our diet, Amber's cheerful recipes are spot on. Soup's up. *Savour* by Amber Locke (Mitchell Beazley, £14.99)



SHELL OUT

Good news - favourite seafood spot **Bonnie Gull** has opened a second site in London's **Soho**. Expect more of that **British-seaside nostalgia** and fresh-off-the-boat seafood, from Loch Ryan native oysters to a whole **Cornish lemon sole**. Dive in! bonniegull.com

jamiemagazine.com

UPFRONT



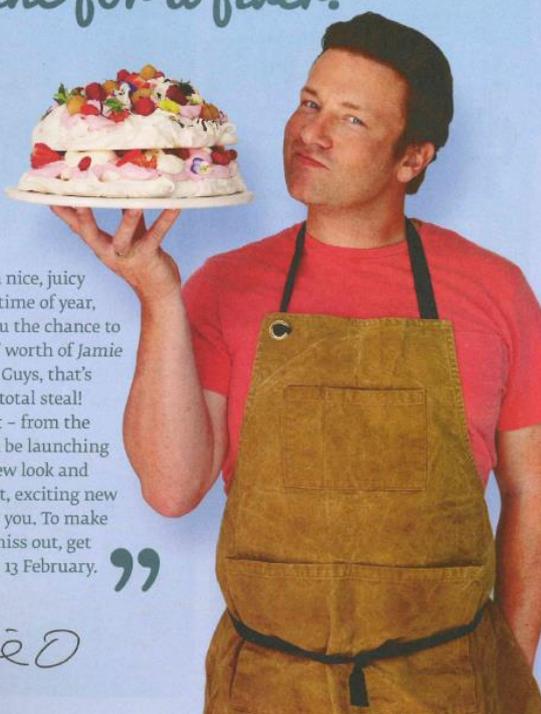
FRIYAY!

Jamie and Jimmy's Friday Night Feast is back on our screens. This series, the boys have packed the show with all you need for an epic Friday night in, that will arm you with heaps of foodie inspiration for the weekend ahead. They'll be feeding the crowds in their café on Southend Pier (with a little help from some famous faces like Lindsay Lohan and Salma Hayek, who share their favourite recipes), and Jimmy will be out and about, trying his hand at mushroom foraging and spearfishing. As well as all the fun stuff, Jamie and Jimmy's food fights shine a light on some crucial issues. "This is about getting you, the public, involved" says Jamie. "Ingredients that need to be saved, things that aren't being done quite right and initiatives you can get behind. One that really touched me this year was the issue of holiday hunger. We look at what happens to the kids that receive free-school meals during the holidays, and the pressure on those parents to feed them three meals a day with tiny budgets - that was an emotional one." Tune in on Channel 4, Fridays at 8pm.

Jamie magazine cross promotion

SUBSCRIBE TO JAMIE!

Get 5 issues of Jamie magazine for a fiver!

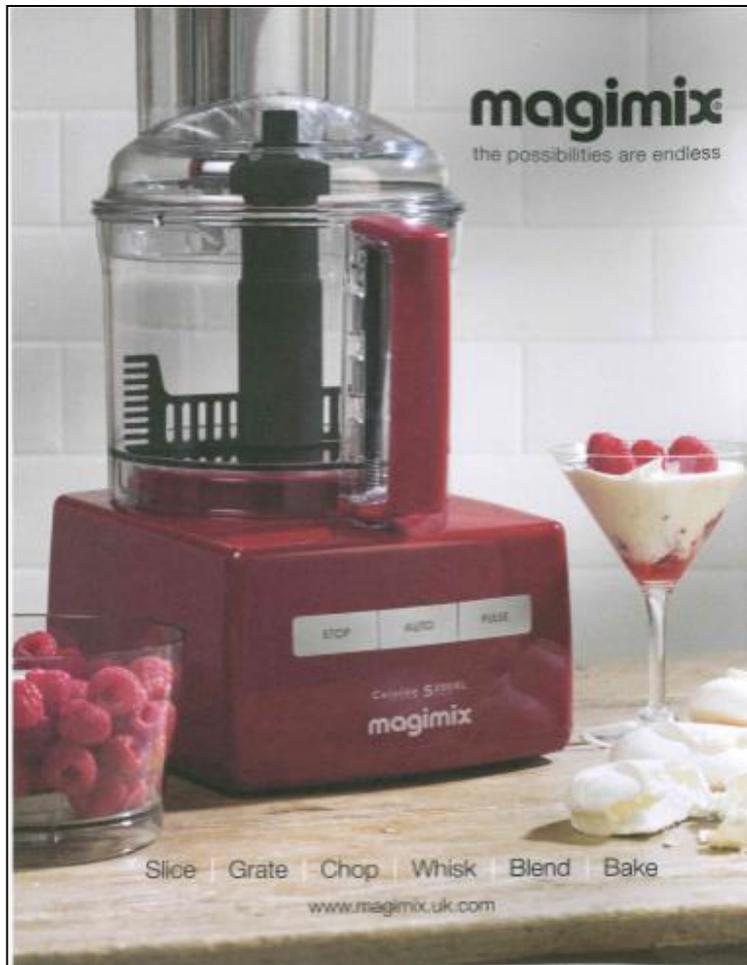
A photograph of Jamie Oliver, a man with dark hair, wearing a red t-shirt and a brown leather apron. He is holding a large, multi-layered cake decorated with white frosting and various fruits (strawberries, raspberries, blueberries) on a white platter. He is looking up and to the right with a slight smile.

“ Everyone likes a nice, juicy bargain at this time of year, so I'm giving you the chance to enjoy 6 months' worth of Jamie mag for just £5. Guys, that's £1 per issue - a total steal! And don't forget - from the next issue, we'll be launching with a brand-new look and loads of brilliant, exciting new content, just for you. To make sure you don't miss out, get your order in by 13 February. ”

Big love,

Jamie O

Contextual advertising: *Jamie*



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Whether it's double cream, real Belgian Dark Chocolate, or a touch of Maldon sea salt, we've left no stone unturned in our search for the very finest ingredients for our new spreads. They're terrific on toast, wonderful on waffles, and delicious drizzled over ice cream. They are all made in our nut-free factory in Tiptree, alongside the jam. If you're feeling naughty, you might even eat them straight from the jar.

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Key Concepts: Genre and Format

GENRE

- A broad type of media such as soap opera, reality TV, indie, horror, dating shows
- 'A repertoire of elements' (Neale)
- Relates to audience expectations and preferences
- Reassurance of familiarity but the possibility of differences

FORMAT

'A **TV format** is the overall concept and branding of a copyrighted **television** program. The most common type of **formats** are those in the **television** genres of game shows and reality shows, many of which are remade in multiple markets with local contestants.' (Wikipedia)

Television Formats

Moran and Malbon (2006) define a TV format as:

'that set of invariable elements in a programme out of which the variable elements of an individual episode are produced'

Applying codes and conventions: *Dinner Date*

Questions

1 Outline the format of

Dinner Date

2 Explain why

formatted

entertainment is

popular with **producers**,

channels and

audiences

The Formulaic Structure

So, what is the formulaic structure that many lifestyle broadcasts use? Below is an example of the narrative of a typical lifestyle programme from the home improvement genre.

- Opening introduction – voiceover from presenter [expert in lifestyle area] establishes the problem to be resolved and asks a question to establish an enigma or possible disruption of the narrative.
- Opening credits include visual signifiers for genre / demographic / target audience/ narrative of this episode.
- Piece to camera where the presenter establishes a scenario for improvement. Establishing shots further anchor the narrative/problem to be resolved.
- Meet contestants/participants. 3 shot/medium long shot to introduce contestant/participants to audience.
- Initial progress of home improvement is represented as positive. Montage shots/voiceover/piece to camera used to guide audience through narrative.
- Disruption to successful resolution of the project. Montage shots/voiceover establish the disruption and enigma codes applied to engage audience.
- Final 'push' to completion. Again using montage + voiceover + soundtrack narrative. Excitement is built to engage audience –will they/ won't they get the work done by the deadline?
- Soundtrack becomes calmer – perhaps using programme theme tune. Final montage shots are much slower to show before and after shots – this establishes the clear resolution of the problem. Voiceover will recap the problem to be resolved for the audience.

Applying codes and conventions: *Dinner Date*

Producers

- Producers – fixed and predictable; copyright value of show; regular
- Formats are flexible and can be tweaked eg Celebrity Dinner Date
- They are simple and high concept – the concept can be explained in a sentence or a phrase
- Alien = Jaws on a spaceship
- Dinner Date = First Dates meets Come Dine with Me

Institutions

Producers – fixed and predictable; copyright value of show; regular

Channels – reduces risks of creating or airing new shows when formats offer some degree of audience success; they also attract advertisers based on size of audience and their demographics and VALS. Guaranteed audiences. This audience is popular with advertisers and sponsors. Fills the schedules

Audiences

- Familiarity of the format
- Schadenfreude and voyeurism
- Undemanding
- Allows you to adopt a jokey, distanced perspective, looking down on the contestants' silliness or cringeworthiness

Nigella Lawson's Christmas

Nigella's Christmas Kitchen 2016

Great British Bake Off 2015

<http://www.bbc.co.uk/news/entertainment-arts-34467289>



"I Can and I Will"

Nadiya Hussain

Food and Cooking Presentations

In pairs, research and present your findings to the rest of the class on the following topics

1. The history of television cookery programmes
2. Celebrity chefs as brands, giving three examples
3. Jamie Oliver as a cross media study, referring to all three platforms, his brand values and persona
4. The story of the [Great British Bake Off](#), including ideology, controversies and debates, uses of [social media](#)
5. The audience for food and cooking programmes, including demographics, psychographics and audience pleasures, including uses and gratifications and utopian solutions theories

Wednesday March 15th

Philosophers on Food

- Heidegger
- Plato

Exam Question

2 Synergy is the process by which media institutions use a range of platforms to promote, sell and distribute their products. Assess the impact of synergy in your cross-media study.

Support your answer with reference to a range of examples from **three** media platforms. (32 marks)

M and S Food

- <https://www.youtube.com/watch?v=oLgmk323H6k> 2016
- <https://www.youtube.com/watch?v=ekpBrywvRpo> 2006

Mest 1 Exam

Part A (75 minutes)

Unseen text (ie broadcast, eMedia or print)

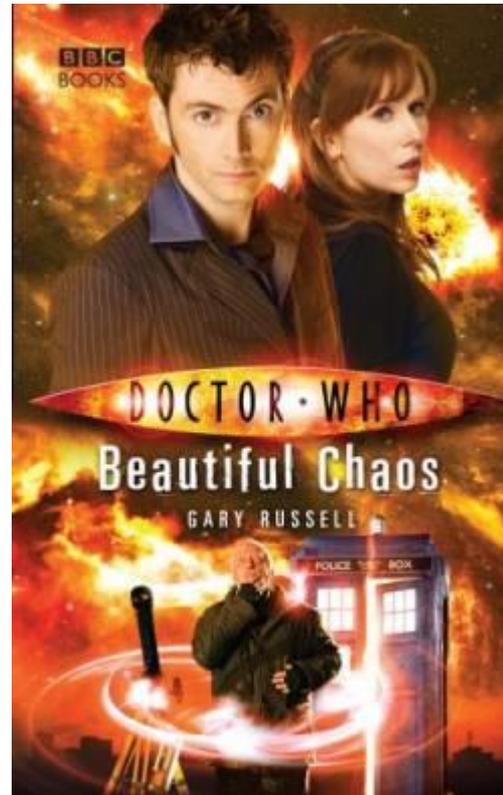
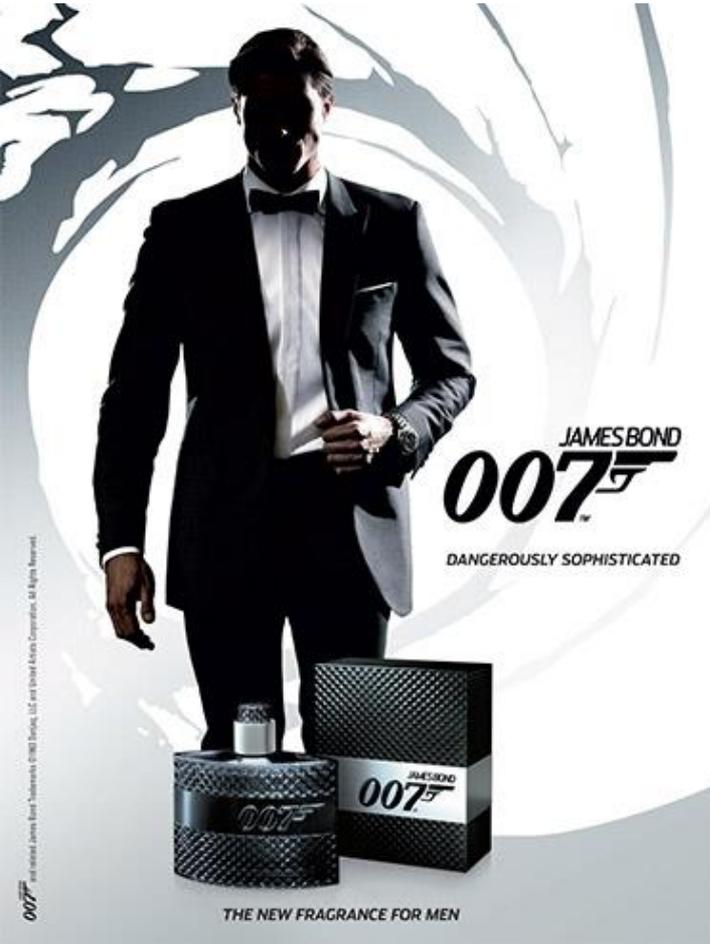
Four questions, with 12 marks each

15 minutes' reading time

One hour to answer all FOUR questions

48 marks (60% of exam mark and therefore 30% of total mark AS mark)

Tie-ins



Doctor Who novel



Doctor Who calendar

Your Case Study

Needs to provide a range of specific examples of where we witness media synergies between institutions

eg ITV and BBC – Jonathon Ross Show

TV shows and tabloid press

TV shows and online

TV shows and merchandise

Tie-ins



Olympics 2012



Tie-in: Doctor Who 50th Anniversary



Royal Mail anticipates the 50th anniversary of Doctor Who which will benefit from the recognition and receive a fee from the postal service

Cross Promotion



The Radio Times is owned by the BBC so its front cover cross promotes one of its flagship shows; the Sun often does the same for programs on Sky which has the same parent company, News Corp.

History

- Fanny Craddock
- Keith Floyd
- [Delia Smith](#)

Mest 1 Exam

Part A (75 minutes – 15 minutes reading and 60 minutes answering questions)

- 1 Textual analysis of piece using media language
– editing, voice over, mise en scene etc
- 2 Media representations
- 3 The institution producing the text
- 4 Target audience

Mest 1 Exam

Part B (45 minutes)

Essay style questions based on your cross media research.

Choose **one** from two questions

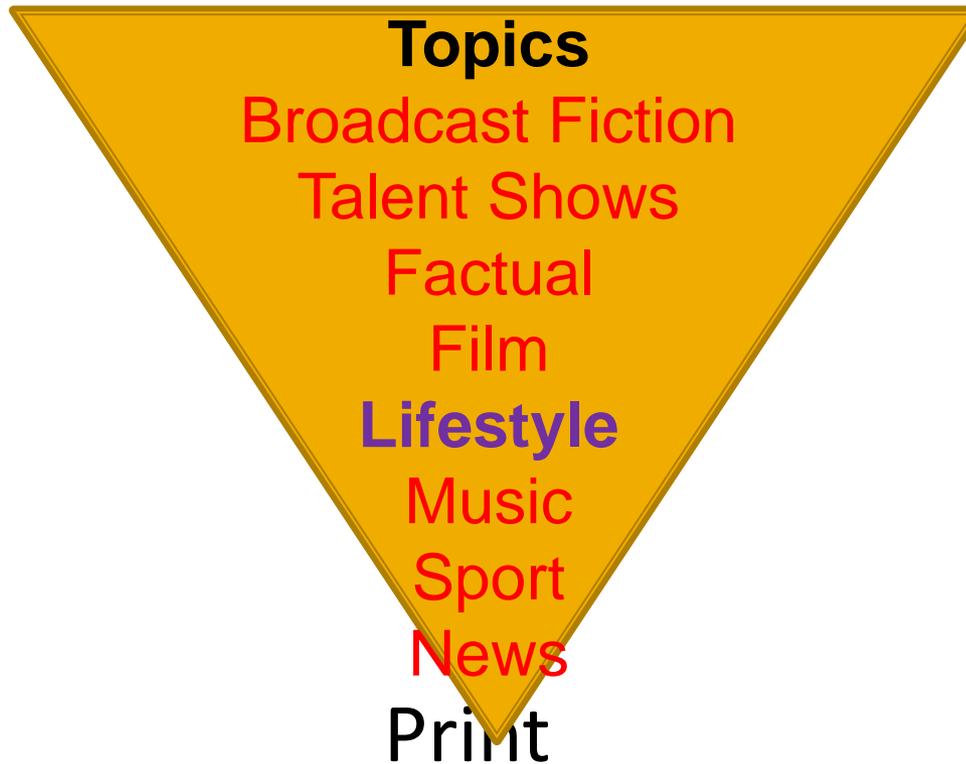
45 minutes to answer **one** question in essay form

32 marks (40% of exam mark and therefore 20% of total AS mark)

Cross Media Study

eMedia

Broadcast



Cross Media Study *Doctor Who* Example

eMedia

BBC iPlayer
Official Doctor
Who site
Whoniverse
Twitter
Facebook

Broadcast Fiction
Doctor Who

Broadcast

Episodes
Trailers
Box Sets
BBC1 and BBC 3
Spin offs eg
Torchwood,
Sarah Jane
Chronicles
Fan tributes

Print

Radio Times
Doctor Who
magazine

Press coverage eg
reviews and
interviews