Digital downloading

Audience

Promotion – Music channels ; Vevo, MTV

Viral & Social websites; Twitter, Facebook, Youtube. ITunes

Interviews, Video Games, Movie Tracks,

**Representation**

Other Merchandising

**Institution**

Data Analyses

Technical codes (Codes and Conventions)

Questionnaires

Record Label

Music video

**Audience :**

Target audience:

Children

Teenagers

Adults

Males, females

Young adults.

**Language:**

(camera shots)

Location

Costumes

Cost of video

Where it will be seen

Music Genre

Lyricsondemand.com

Mise En Scene (Location)

Actors

Summary of Song

Music video;

Message

Kiss

MTV