

Pearson Edexcel Level 3 GCE

June 2020

Paper Reference **9BS0/03**

Business

Advanced

**Paper 3: Investigating business in a competitive
environment**

Pre-release

You do not need any other materials.

Turn over ►

W61846A

©2020 Pearson Education Ltd.

1/




Pearson

Investigating business in a competitive environment

Context

This year the context is the market for entertainment and the private businesses operating in this market in the UK and/or internationally.

Research

To prepare for this year's context, you should research:

- Types of entertainment – both live and non-live, including drama, musicals, concerts and TV and video, OTT* video, music streaming.
- Businesses that operate to supply services in the entertainment market, e.g. cinemas, theatres, OTT media businesses, TV companies, ticketing agencies.
- Trends in this entertainment market over the last 20 years, including changes in supply and demand, investment, technology and business growth.
- The competitive environment and government policies affecting suppliers in the UK entertainment market.
- Marketing and promotions in the UK entertainment industry.
- Financing the UK entertainment industry.
- Human resource management in the UK entertainment industry.
- Influences on the global market for entertainment over the last 20 years, such as the technological change, culture, social trends, migration, changing costs and prices.

*OTT stands for 'over-the-top,' the term used for the delivery of film and TV content through the internet with companies such as Netflix or Amazon Prime, without requiring users to subscribe to a traditional cable or satellite pay-TV service such as Sky or BT Vision.

You **cannot** take any of your research or investigation data carried out as part of the pre-release into the examination.