

TV Show A

TV Show B

**What is it
about?**

Plot, Content
Storyline

Who is in it?

Actor names,
Characters &
their
personalities

**Who
watches it?**

Audience age,
gender,
likes/dislikes

Sport A		Sport B
	Equipment Gear, Uniforms, Where played/ Arena	
	Rules & Objectives Penalties, Rewards, Safety	
	Players Quantity, Positions, Characteristics	
	Fans Audience characteristics	

 Snapchat		 Instagram
	Content Type of info/media, Frequency of posts	
	Purposes for Posts Reasons that user would make a post	
	Typical User Characteristics of senders & receivers	