



Work in Media Industries



The Business of Media

Henry Loeser PhD



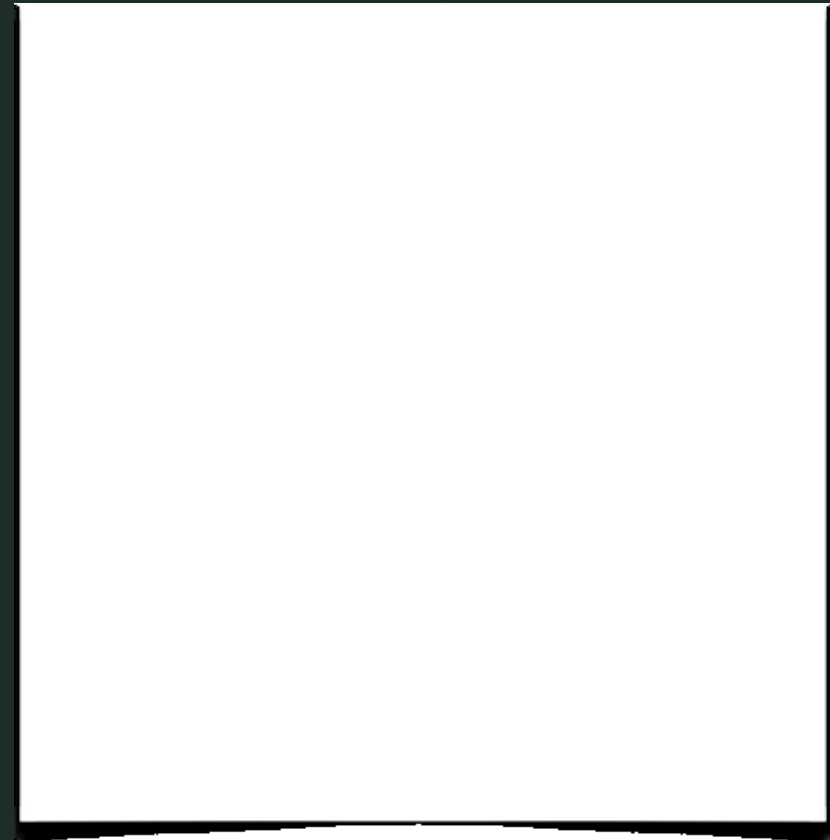
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Types of Content

- Information
- Opinion
- Entertainment

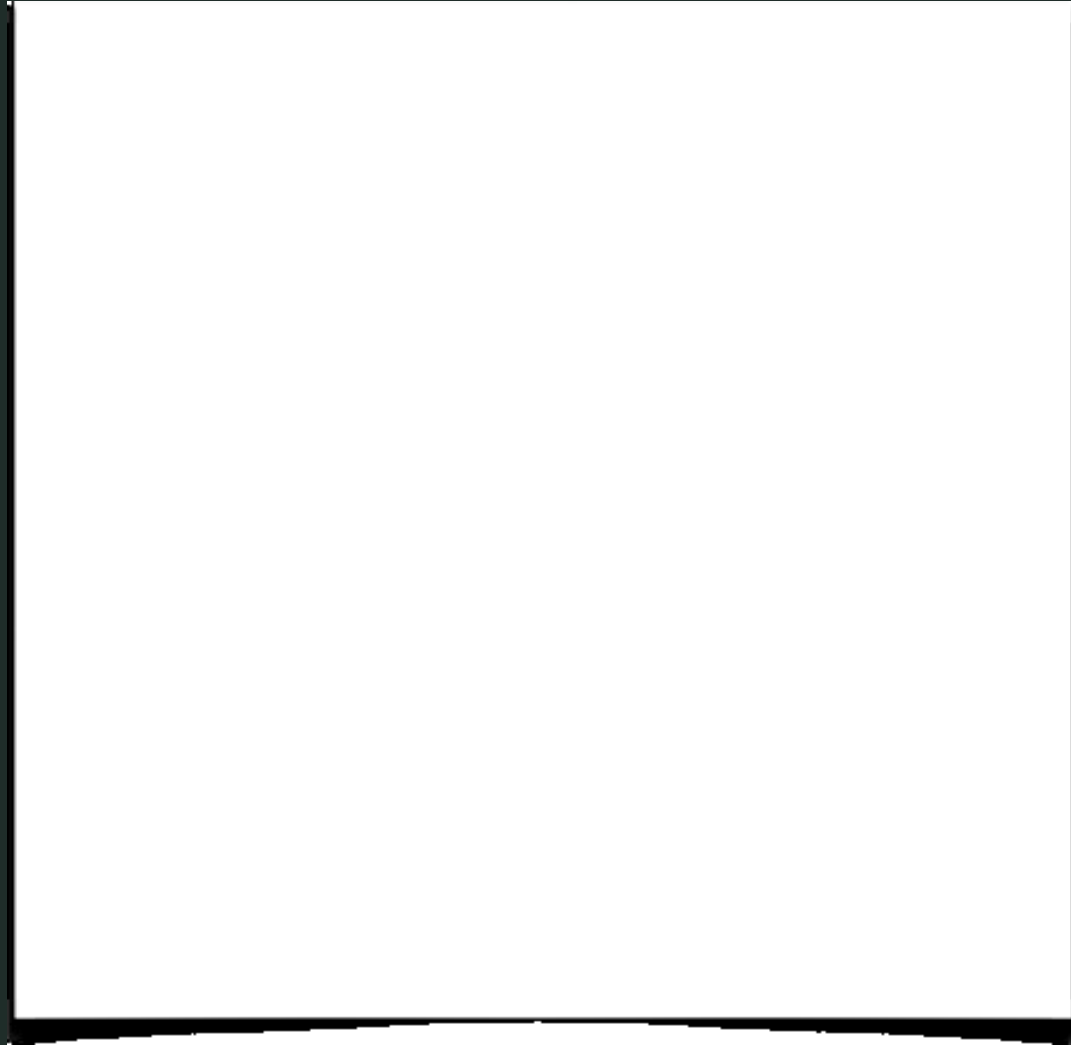


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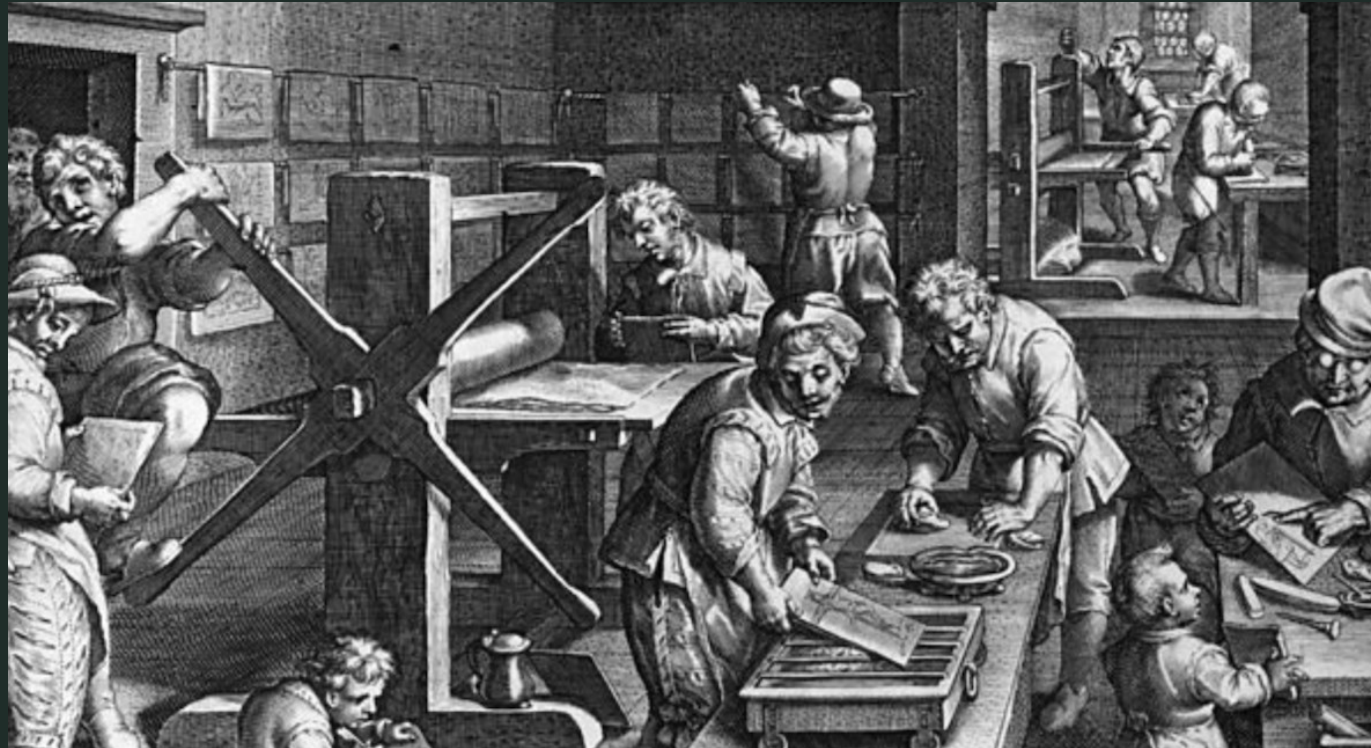




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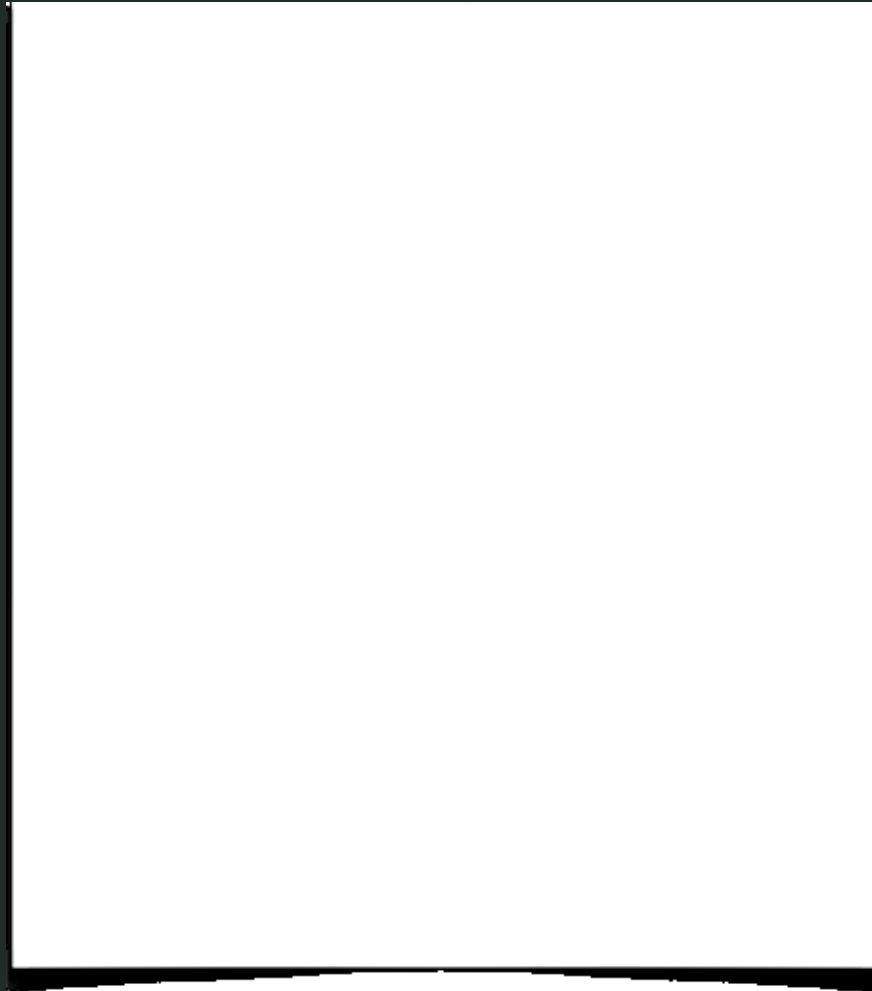


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FIRST FULL-TIME RADIO ANNOUNCER IN THE WORLD

Harold W. Arlin shown as he looked in the early 1920's. He did the first play-by-play of baseball and football and introduced many noted persons in their radio debuts on KDKA.



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Evolution of the online ecosystem

Web 1.0 ~ 2000
The first Web was IT



Web 2.0 ~ 2007
The next Web was 'ME & US'



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The screenshot shows the BBC News website interface. At the top, there is a navigation bar with the BBC logo, a sign-in button, and various news categories like News, Sport, Weather, etc. Below this is a red 'NEWS' banner with a secondary navigation menu. The main content area features a large video player showing a live broadcast of a fire in Mariupol, with the headline 'LIVE People flee 'horrifying' Mariupol conditions along escape route'. Below the video player, there are three smaller video thumbnails with titles: 'Silent streets in wiped out Donetsk town', 'Residents rescued after Kyiv apartment block strike', and 'Drone devas'. The page also includes a viewer count of 120,699 and a list of BBC correspondents in Ukraine.

BBC Sign in

NEWS

Home | War in Ukraine | Coronavirus | Climate | UK | **World** | Business | Politics | Tech | Science | Health | Family & Education | Entertainment & Arts | More ▾

World | Africa | Asia | Australia | **Europe** | Latin America | Middle East | US & Canada

LIVE People flee 'horrifying' Mariupol conditions along escape route

BBC News Channel

👁️ 120,699 viewing this page

Updates from BBC correspondents in Ukraine: Jeremy Bowen, Orla Guerin, Lyse Doucet and James Waterhouse in Kyiv, Sarah Rainsford in Dnipro, Andrew Harding in Odesa and Yalda Hakim and Hugo Bachega in Lviv

Silent streets in wiped out Donetsk town

Residents rescued after Kyiv apartment block strike

Drone devas


BBC

SECTIONS 🔍 ✉️ **NEW YORK POST** f t r ✉️ 🌐

NEWS

White House enlists TikTokers in messaging war with Russia

By [Callie Patteson](#) March 11, 2022 | 3:06pm | Updated





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Linear Model of Creative Content

Production > Distribution > Exhibition



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Production

- Market driven
- Idea driven



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Distribution (Wholesale)

- Agents, brokers, distributors, aggregators



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Exhibition (Retail)

-Platforms

- Offline

- Online



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Revenue Models

- Subscription
- Advertising
- Enterprise
- Community



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Revenue: Subscription

- Standard

- SVOD



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Revenue: Subscription

- Paywall

 - Tiered

 - Metered

 - Freemium



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Revenue: Advertising

Programmatic



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Revenue: Advertising – Native

- Branded
- Sponsored



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Revenue: Enterprise

- Content
- Fee for service
- User capture
- Data capture



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Revenue: Community

- User Support
- Crowdfunding



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Interrelated Actors & Institutions

- Legal / Regulatory
- Economic
- Technical
- Social

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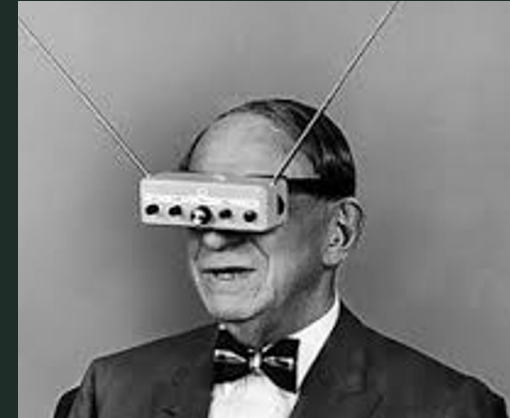
What areas can I work in?

Employment opportunities can be grouped into:

- advertising
- animation
- business-to-business (B2B) media
- digital marketing
- film
- interactive media
- journalism
- music
- post-production
- publishing
- radio
- scriptwriting
- special effects
- technical production
- television
- video games
- web design.



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A Look into the Future

- new technologies, ecosystems, industries
- cross-media, platforms, applications, mobile, IoT, gaming, voice, VR, AR, wearables,
- enterprises, business models, opportunities



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