Work in Media Industries

The Business of Media

Henry Loeser PhD
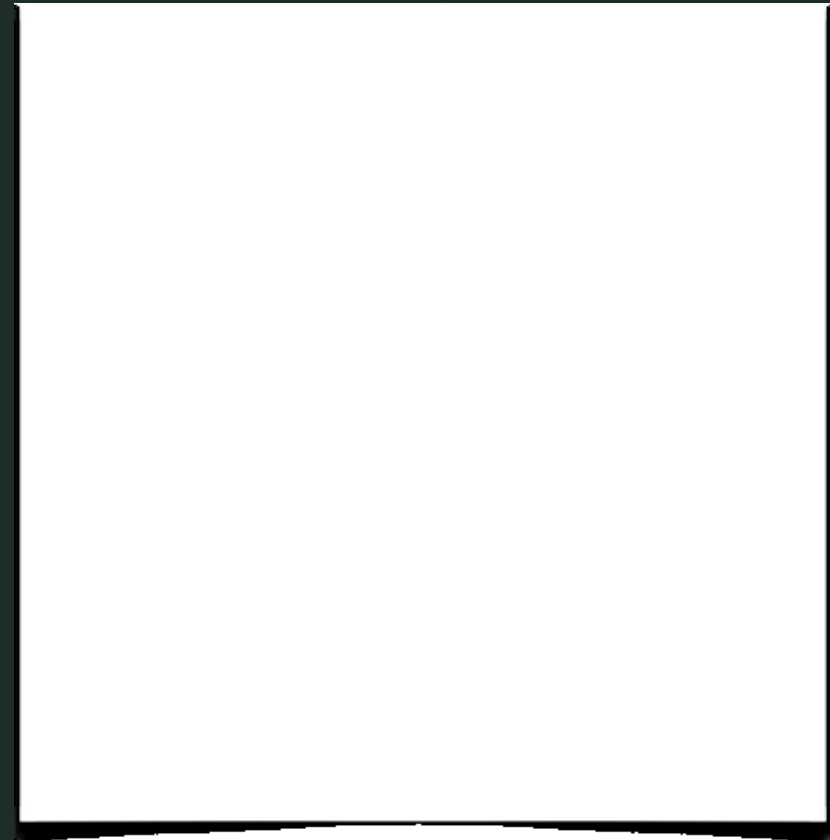
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Types of Content

- Information

- Opinion

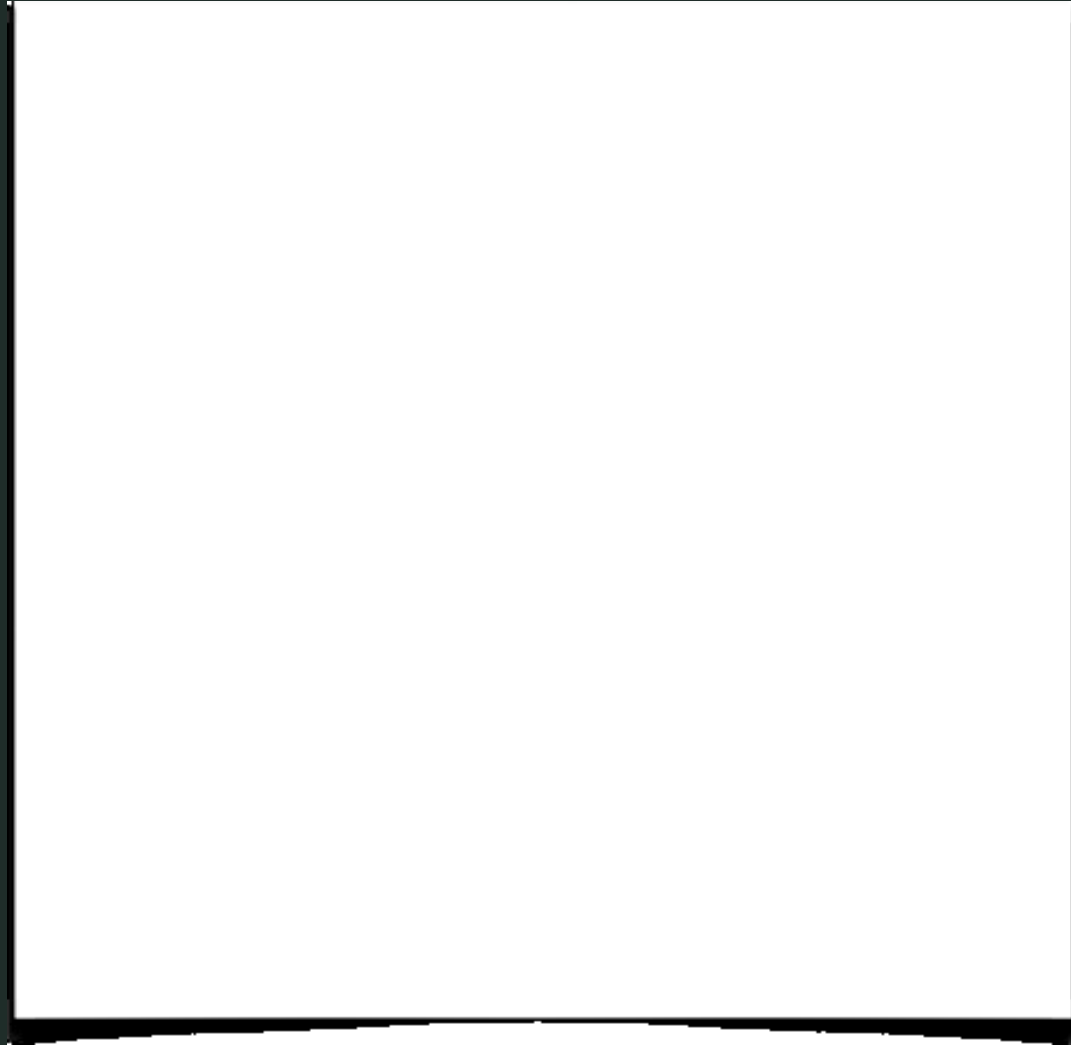- Entertainment
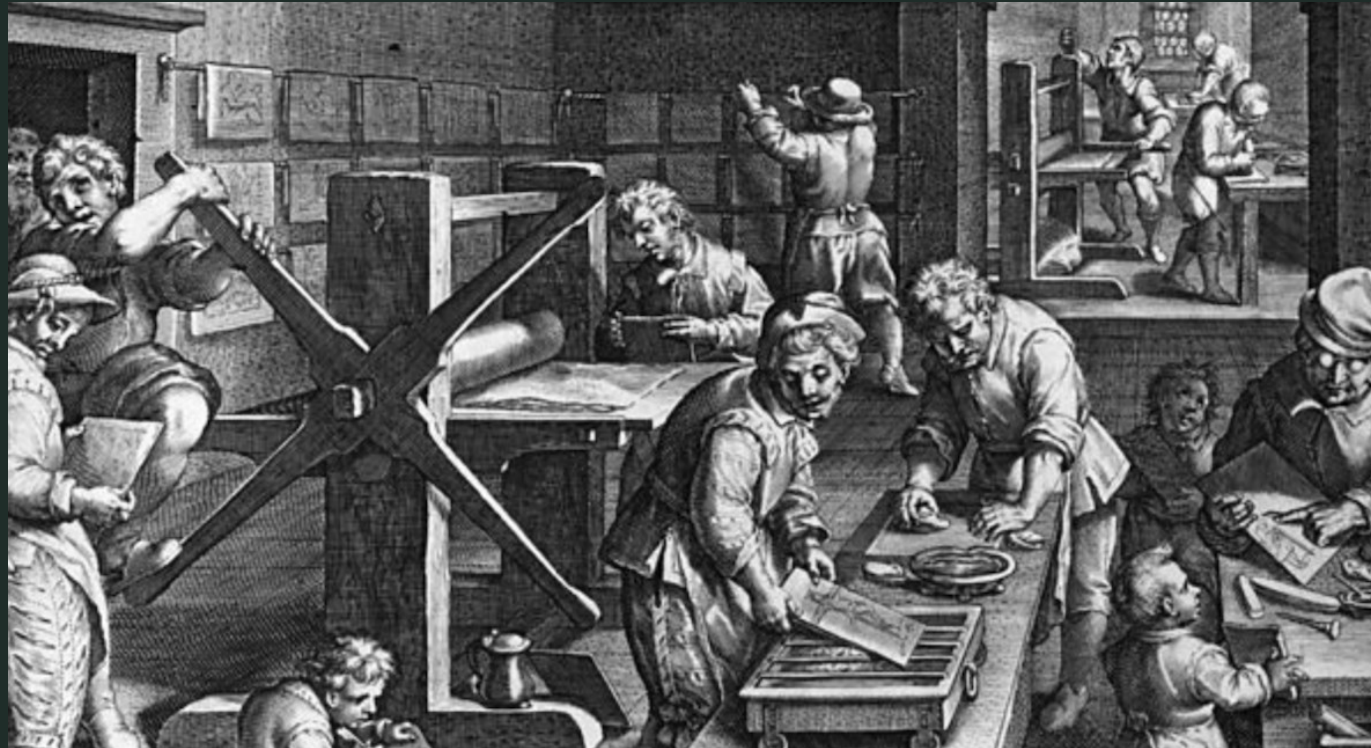
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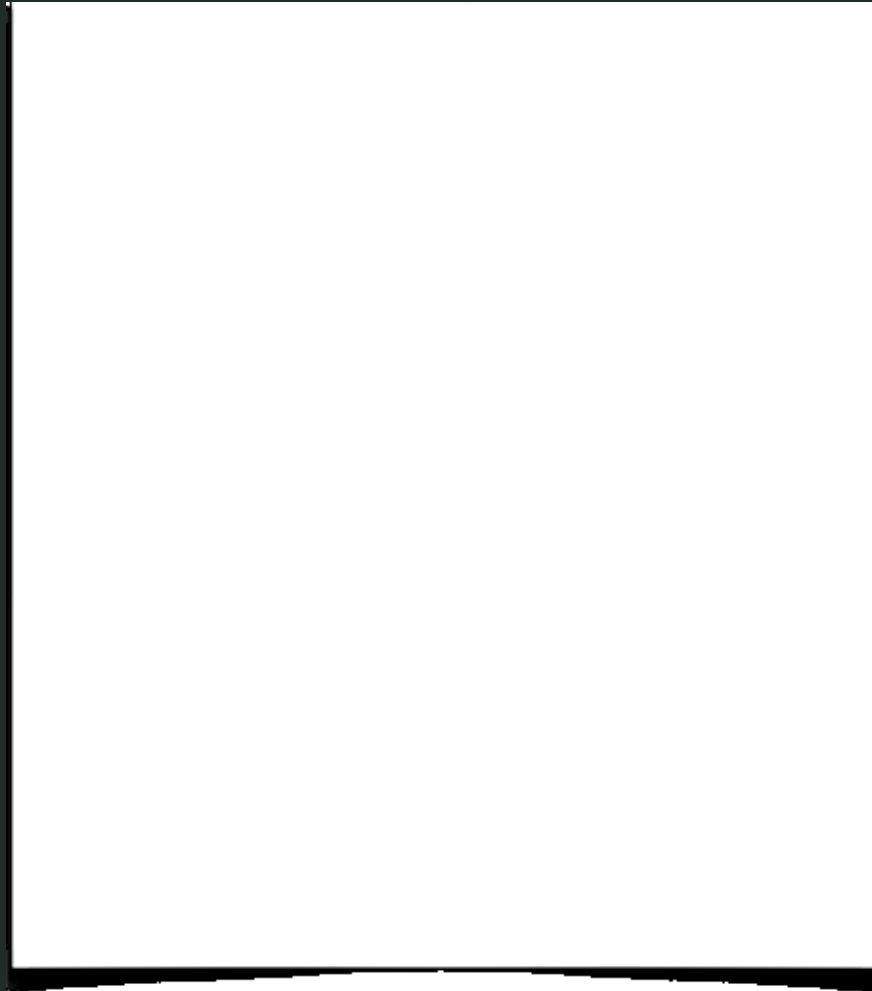
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FIRST FULL-TIME RADIO ANNOUNCER IN THE WORLD
Harold W. Arlin shown as he looked in the early 1920's. He did the first play-by-play of baseball and football and introduced many noted persons in their radio debuts on KDKA.

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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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Bournemouth University

NEW YORK POST

SECTIONS

NEWS

White House enlists TikTokers in messaging war with Russia

By Callie Patteson

March 11, 2022 | 3:06pm | Updated

Linear Model of Creative Content

Production > Distribution > Exhibition

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Production

- Market driven

- Idea driven

Distribution (Wholesale)

- Agents, brokers, distributors, aggregators

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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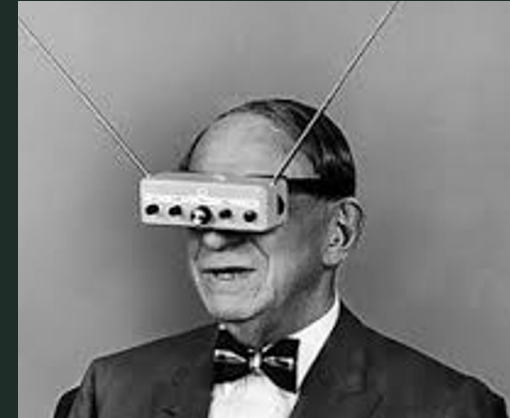
A Look into the Future

- new technologies, ecosystems, industries

- cross-media, platforms, applications, mobile, IoT, gaming, voice, VR, AR, wearables,

- enterprises, business models, opportunities

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