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Obsahan M:110

1ST EXAM: TITA-7106: INTRODUCTION INTO

23.10.2009

ENTERTAINMENT AND MEDIA PRODUCTION MANAGEMENT

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1. Please describe the evolution of the "content model" from 1950 onwards till now. State per each change the current state, the basic ideas in relation to consumers, illustrate the change with a drawing, and give descriptive examples (3 points).
2. Describe the traditional and the reformulated value-chain in media businesses. Please draw a picture of the different value-chains, and give one example for companies for the different types of value-chain. Note the basic principles of each value-chain and how they have impact on media (5 points).
3. What are ambient media? Compare ambient media with traditional media and name practical examples for ambient media, ambient media content, and services. Which characteristics do they have, and how could their value-chain, business models, and revenue logic evolve? Which affect do McLuhan's 4 laws of media have on ambient media? (5 points)
4. Questions – Please give very short and brief answers e.g. via enumerations (3 points)
 - a. What are 6 factors influencing media?
 - b. What are the 4 management functions?
 - c. What are the functional dimensions of media firms?
5. Case study: social media (6 points)

The main aim of this question is to analyze the possibilities, potentials, and developments that social media bring for the TV broadcaster. The goal therefore is to apply the learned knowledge in the context of TV.

After an audience analysis a TV station discovers a decline of 30% of their audience in the age group between 15 and 30 years. The general manager of the station would like to make the TV station more attractive for young audiences with the introduction of social media tools. What are his possibilities to introduce new programme formats? The general manager is also thinking to introduce social media tools in TV production as well as for communicating with the audience. Which possibilities for creating new income models using social media does he have? How does the interaction with the audience change? How could he use YouTube or interactivity as tool? Please develop strategies and advices for the TV station to gain the young audience back. Think in different levels: content, communication with audience, revenue models, user generated content, advertising revenues, and other impacts what social media have on TV.