**Assignment 1 – Brayden Sampson**

The company I choose to do my database assignment on is called TOED, which stands for The Online Entertainment Database. TOED is an online database providing content and ratings on thousands of movies and tv shows. The company produces individual pages for each media piece which includes data about the movie/show such as genre, duration, leading actors/actresses, director, writers, year, viewership rating, TOED rating, and a summary of the content. There would also be a section for user ratings for all visitors of the site to rate the content themselves. The company would primarily make money via online advertisements but would also make profits from promoting shows, actors/actresses, and movies. The company would not take money in return for good ratings but would be able to promote certain content on main pages for example. TOED prides itself on being an extremely reliable place for honest reviews on entertainment and has a tremendous reputation in doing so.

TOED was founded by two college friends who had a tremendous love and passion for movies in their dorm in 2011. In the 10 years since its founding, the company has grown to 25 employees. This includes a small executive team (which still includes the two founders), HR, analysts, social media specialists, content creators, IT, content reviewers, and software engineers. TOED is headquartered in Toronto, Ontario, Canada and only has the one office. Since the company is strictly online, there is no need for expansion and can succeed with a small staff. The company prides itself on having the best possible environment for its employees, making sure well-being and mental health are taken extremely seriously. Many employees can work from home (especially with COVID) and the company only requires that employees must come into work on Tuesdays and Wednesdays for meetings, socials etc. TOED was ranked one of the best places to work in Canada three years running.

The TOED rating system is based on an arithmetic mean of ratings from professional critics and well-known reviewers around the world, as well as internal employees within the company. The critics can rate the content on a percentage scale, with 100% being the perfect movie or tv show. The user rating would be calculated the same where anyone who wants to vote (with a TOED account) can give a personal rating of the content. Both ratings would be advertised on the contents page.

In the near future, TOED plans to expand its database to include actors, actresses and directors’ pages. The company also plans to start creating news for new releases, releases coming soon and overall big events in the entertainment industry. As a result, the company is planning on adding numerous jobs to the already existing departments. The company also hands out annual awards for the best movies and tv shows of the year, which is seen as a huge honour in the industry. Some of TOEDs biggest competitors include IMDB, Rotten Tomatoes, and TVDB. The company has had many offers to purchase in the last few years but really prides itself on being a completely neutral source of criticism of media, which its supporters really enjoy.