Blog 4: Music Industry

Blog 5: TV industry

Blog 6: Group Presentation

Blog 7: Film

Blog 8: Film again

Blog 9: New Media

Blog 10: Social Media

1. What is Search Engine Marketing (SEM) and explain two strategies?
   1. A form of Internet marketing that involves promotions of websites by increasing their visibility in search engines.
   2. Keywords: words or phrases that will come up when someone searches for that, giving your business a higher ranking and more traffic. The longer and more original the keywords the less competition and higher rank you will get.
   3. Content: positive user experiences, the higher quality content the higher ranking on the keywords.
2. What are the 6 S’s of Internet Business Models?
   1. Sell
   2. Serve
   3. Speak
   4. Save
   5. Sizzle
   6. Social
3. What is the DMCA Safe Harbor Provision and how does it affect the media industry?
   1. Digital Millennium Copyright Act
   2. Criminalizes production and dissemination of technology, devices, or services intended to circumvent measures that control access to copyrighted works.
4. What does DRM stand for and how has it been implemented in media?
   1. Digital rights management
   2. Copy protection technology used by individuals with the intent to control the use of digital content and devices after sale.
5. What is consolidation and what is monopoly? Give an example.
   1. Consolidation is when smaller companies merge together to one larger company to either save money or get a place in the market.
   2. Monopoly is when a company has complete control over a market.
6. What is “click bait,” why does it exist, give an example, and how does it affect the media industry?
   1. Click bait is when an article or advertisement has a catchy slogan or tag line that gets the user intrigued enough to want to click on it. Example: This man got into his car, what happens next will shock you. These are mostly seen online and sometimes used in news coverage.
7. What is the difference between interactive and non-interactive media?
   1. Interactive media are medias like social media and video games, the user can interact with them and choose how they want to see the information.
   2. Non-interactive media is when the user doesn’t have control over the information they are seeing. Like TV and Film and Radio.
8. If a mobile application, song, or television show is sold on iTunes, what percentage does Apple take? Where does the rest of the money go?
   1. 30%
   2. The company that produced the product
9. What is media convergence?
   1. The evolution of digital technology as it moves towards encompassing all forms of traditional media: text, picture, audio, and video
10. What are three major revenue models online as discussed in class and give examples?
11. What is freemium and how is it implemented in media business?
    1. Freemium is when a product is sold for free, but only a demo version or a pay to play version. You can play or use the product but you will have ads or you won’t be able to use the whole thing unless you upgrade.
12. What is media conversion?
    1. Converting from one data storage device to another, example: CD to iPod.
13. What is vertical integration?  What is horizontal integration? Give an example.
    1. The combination in one company of two or more stages of production normally operated by separate companies. -Apple
    2. A strategy where a company creates or acquires production units for outputs which are alike either complementary or competitive. –NBC and -ABC
14. What are the differences between the public sphere vs. the market model in media?
15. Explain the long tail theory
    1. Making a product that does well when it first comes out but after time the sales go down because the popularity of it and the “newness” of it goes away.
    2. Which is why DLC and bitcoins have become popular because it will get people reinvested in a product that has started to decline in popularity
16. Name the 7 forms of media and also the arguable 8th.
    1. Journalism
    2. Radio
    3. Music
    4. TV
    5. Film
    6. Social
    7. Video Games
17. What is the definition of “media” and how does traditional mass media differ from new media?
18. What are 4 traditional and digital platforms in which a film can be distributed?
    1. Theaters
    2. DVDs
    3. Netflix
    4. Hulu
19. Explain the steps in launching a television show.
20. Explain homogenization, sensationalism, and trivialization in journalism?
21. What are three revenue streams that a company can focus on besides the viewing / purchase of the actual film or television content released?
22. What are “barriers of entry” in media industry and how has it changed over time?
    1. Traditionally to get into the media industry you have to