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Mass Media Communications

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Who Owns What?

**Movie**

* *Guardians of the Galaxy*
* The rights to *Guardians of the Galaxy* are owned by MVL Film Finance, LLC
* MVL Film Finance is a subsidiary of Marvel Entertainment, LLC that holds the debt and rights to all movies created by Marvel Entertainment
* Marvel Entertainment, LLC is a subsidiary of The Walt Disney Company
* The Walt Disney Company is a publicly owned mass media company headquartered in California

**Album**

* *The Marshall Mathers LP*
* The rights to *The Marshall Mathers LP* are owned by Aftermath Entertainment
* Aftermath Entertainment is a record label owned by Universal Music Group in the Interscope Records division
* Universal Music Group is a large music and entertainment company that is a subsidiary of Vivendi
* Vivendi is a publicly owned mass media company headquartered in France

**Television Show**

* *Breaking Bad*
* The rights to *Breaking Bad* are owned by Sony Pictures Television Inc.
* Sony Pictures Television is a TV production company that is a subsidiary of Sony Pictures Entertainment Inc.
* Sony Pictures Entertainment is a subsidiary of Sony Entertainment Inc.
* Sony Entertainment is a film, TV, and music company that is a subsidiary of Sony Corporation of America
* Sony Corporation of America is a subsidiary of the Sony Corporation that controls all Sony companies that operate in the US
* Sony Corporation is a large publicly owned international conglomerate headquartered in Japan

**Response:**

Until doing this research, I’d never realized that most of the entertainment provided to people today is owned by large billion-dollar companies. I was surprised to see that an album made by Eminem that was mostly popular in the US is owned by a company headquartered in France. I was mostly surprised by the number of layers above *Breaking Bad*in Sony. I never realized that Sony had so many subsidiaries to organize all the media and entertainment they create. None of the labels and publishers I researched advertised themselves much as being indie. I imagine that many companies do this even though they are owned by large conglomerates. The ownership of my favorites didn’t overlap at all. I did learn that Vivendi owns a subsidiary that creates mobile games and Sony is the owner of Playstation. This really surprised me. I never would’ve thought that the TV shows and music I like are owned by the same company that own the video games I play even though these two industries have nothing in common. I also learned that Sony owns subsidiaries in that create music, movies, software, and electronic devices. This was a clear example of economic convergence in the media. Large media companies now own many subsidiaries that are completely different from each other. This shows how much control some companies have over the mass media today. I had always known that large companies owned a lot of companies in different industries, but I never realized their range of subsidiaries was this extensive. This shows that consolidation is occurring in the mass media today. Many different industries of the mass media are now owned by fewer companies.