



Entrepreneurship for the Creative
Industries



The Business of Media

Henry Loeser PhD



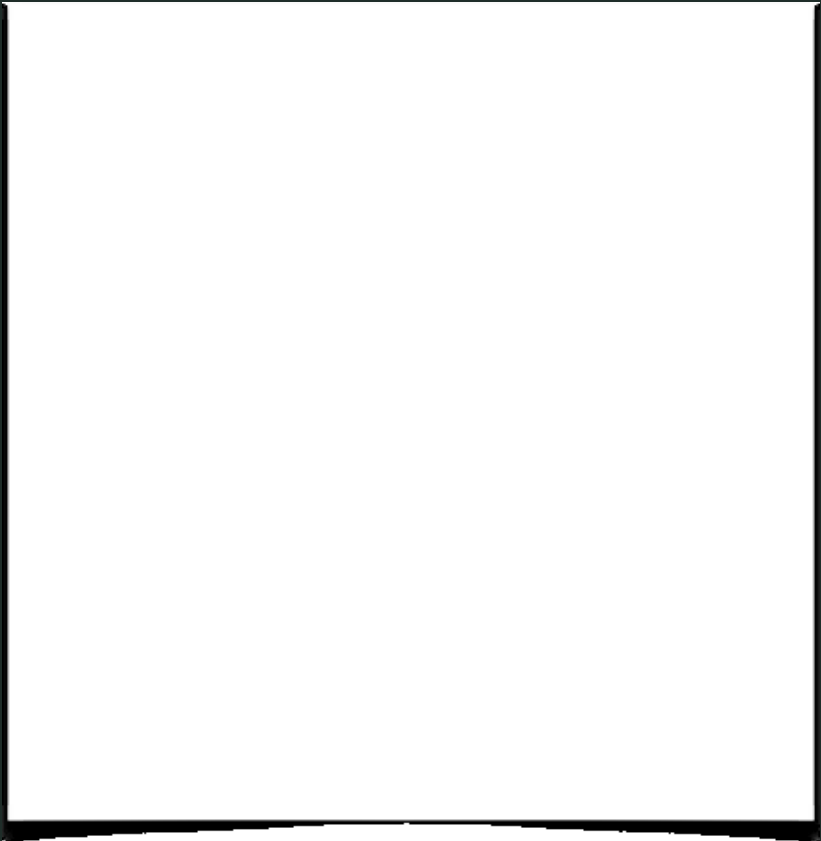
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Types of Content

- Information
- Opinion
- Entertainment

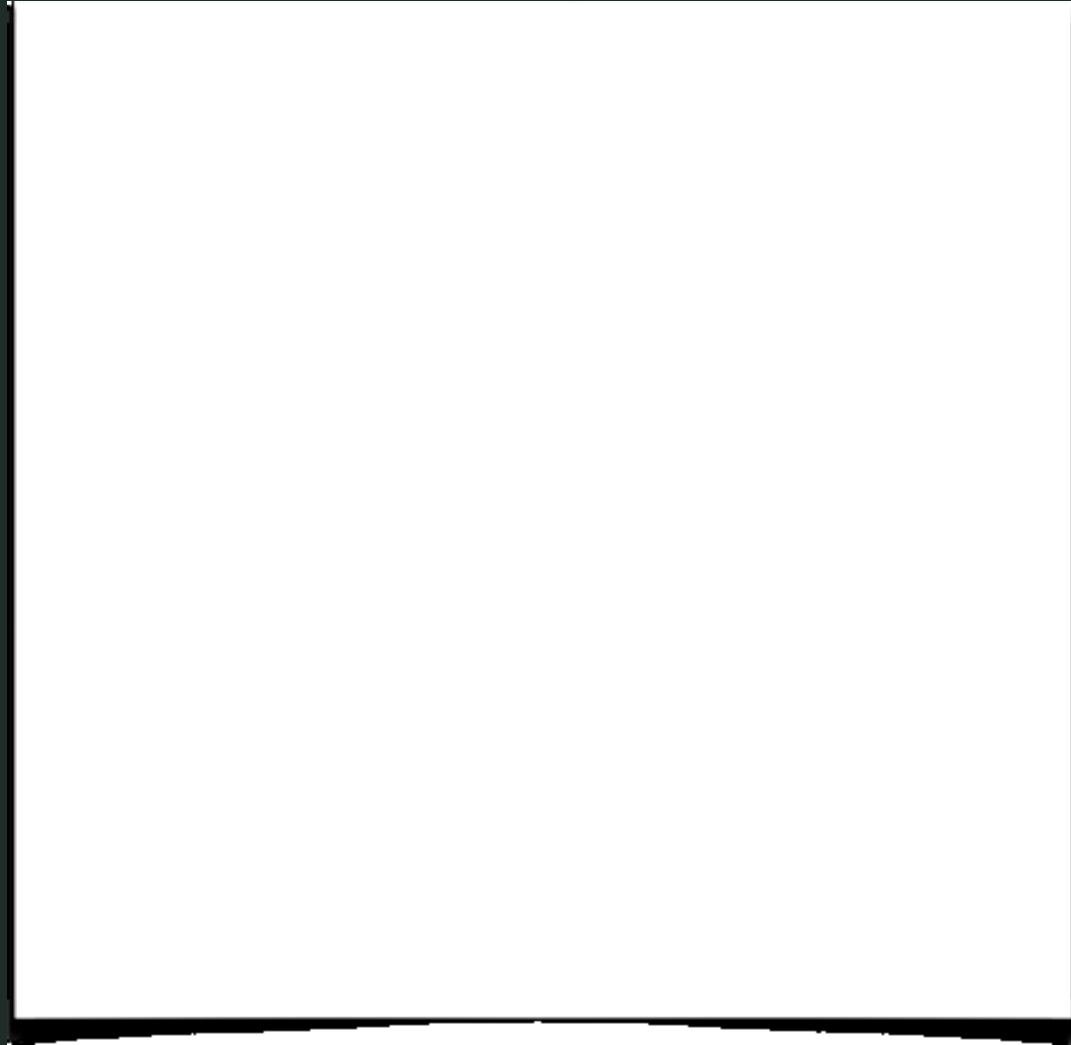


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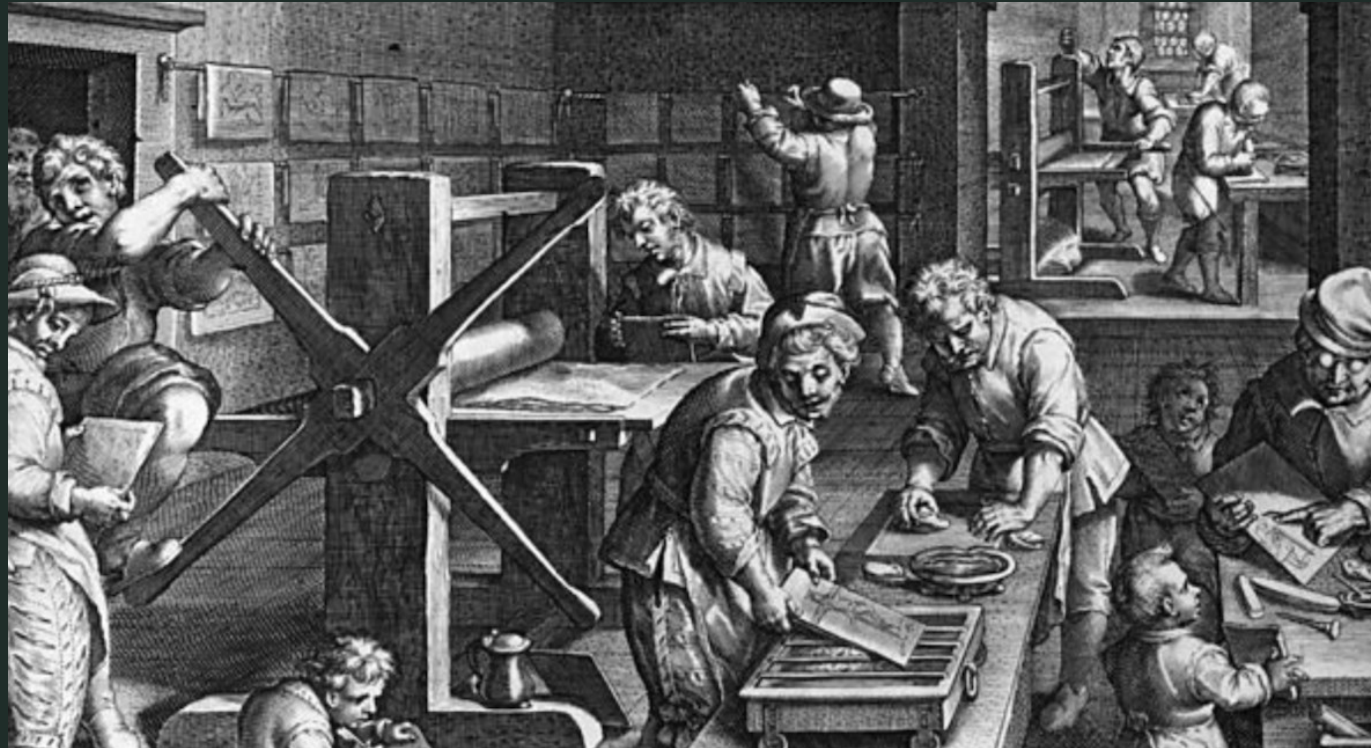




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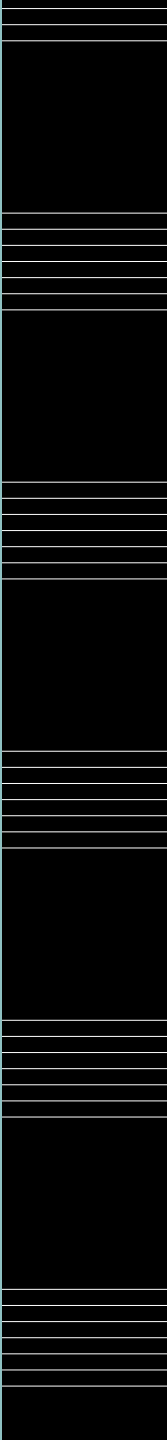
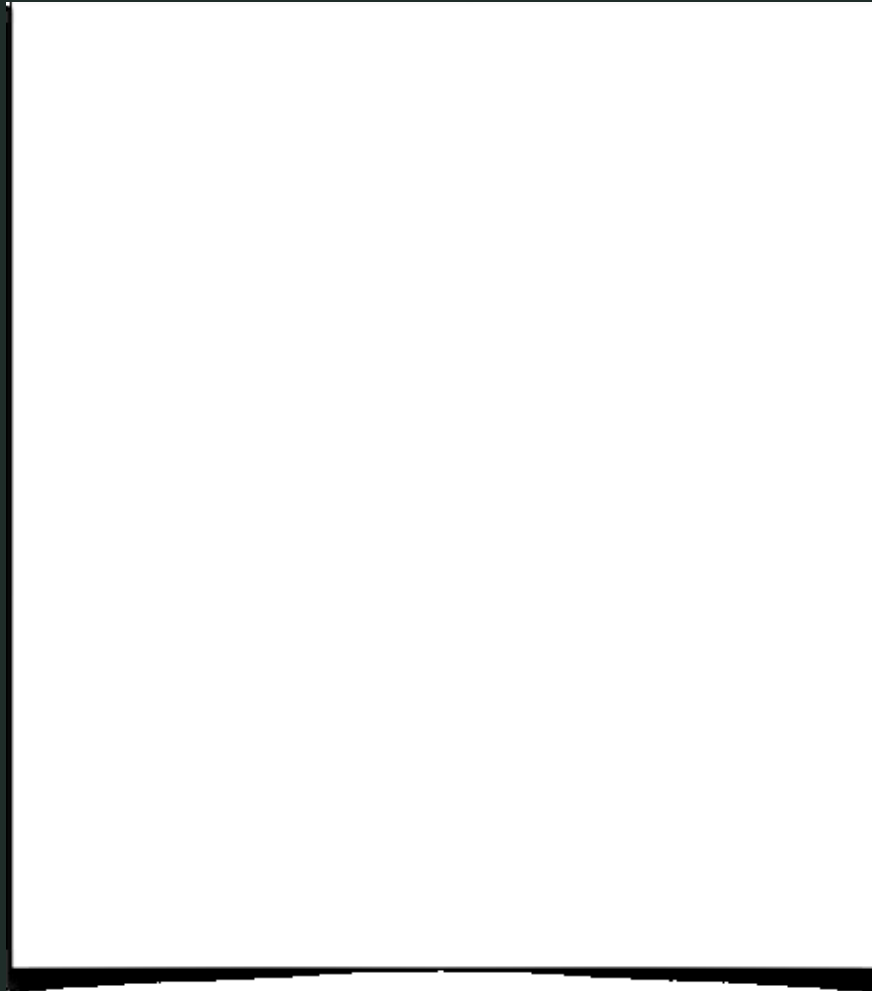


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FIRST FULL-TIME RADIO ANNOUNCER IN THE WORLD

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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Linear Model of Creative Content

Production > Distribution > Exhibition



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Production

- Market driven
- Idea driven



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Distribution (Wholesale)

- Agents, brokers, distributors, aggregators



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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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