



Work in Media Industries

▶ The Enterprise

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The Enterprise

Definition

- An organization of systems (and people) to produce/deliver a product or service



The Enterprise

Media Enterprise Models

- Production / Distribution / Exhibition
- Commercial / Non-Commercial
- Public / Private



The Enterprise

Revenue Models

- Advertising
- Subscription
- Enterprise
- Community



The Enterprise

Frameworks for Success

- Legal / Regulatory
- Economic
- Technical
- Social



The Enterprise

Departmental Units

- The various departments that perform critical functions for the organization



The Media Enterprise

Ownership & Management

- ownership structure, financing, governance, regulation, fiduciary responsibility, planning, strategy, leadership, innovation, ethics, diversity, outreach, team building, conflict resolution, social responsibility



The Media Enterprise

Technics / Operations

- hardware, software, networks, IT, AV, estates, budgeting, research, innovation



The Media Enterprise

Marketing

- research, analysis, planning, branding, targeting, segmenting, messaging, delivering, evaluating

Marketing Plan

- Strategy – Objectives, Plan,
- Research – markets, sellers, buyers, segmenting, targeting
- Message – Brand, Value Proposition
- Delivery – Targets, Channels, Engagements
- Evaluation – Metrics, Execution, ROI



The Media Enterprise

Programming / Production

- strategy, research, development, planning, organizing, budgeting, producing



Production & Delivery Plan

	What?	Who?	How?	Where?	Output	Outcome expected
Year 1						
Year 2						
Year 3						



The Enterprise

Revenue Models

- Advertising
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- Enterprise
- Community



The Media Enterprise

Revenue

- strategy, tactics, markets, channels, research, forecasting, reporting, traffic, client relations, sales management (people, systems, materials), the sales process

Revenue projection

Entrepreneurship for the Creative Industries Profit / Loss Statement Template			
	Y1	Y2	Y3
Revenue			
Channel 1			
Total	0	0	0
Channel 2			
Total	0	0	0
Channel 3			
Total	0	0	0
TOTAL REVENUE			
Total	0	0	0



The Media Enterprise

Administration

- finance, A/P, A/R, payroll, tracking, reporting, traffic, HR, insurance, taxes, investor relations

Profit / Loss projection

Entrepreneurship for the Creative Industries			
Profit / Loss Statement Template			
	Y1	Y2	Y3
REGULAR EXPENSES			
Administration			
Operations			
Programming			
Technics			
Marketing			
Sales			
Total	0	0	0
CAPITAL EXPENSES			
Administration			
Operations			
Programming			
Technics			
Marketing			
Sales			
Total	0	0	0
TOTAL EXPENSES			
Total	0	0	0
REVENUE			
Channel 1	0	0	0
Channel 2	0	0	0
Channel 3	0	0	0
Total	0	0	0
PROFIT/LOSS			
Total	0	0	0
INVESTORS' FUNDING			
Debt			
Equity			
Contributions			
Other			
Total	0	0	0
RECONCILIATION	0	0	0



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