

Department of Media Studies and Mass Communication

Subject: Media Management
Program: BS (MMC) 6th Semester

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Total Marks: 50

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Note: Attempt all questions.

Q.#	Questions	Marks
1.	Elaborate Paywall and discuss its types.	10
2.	Write a detail note on Business model.	10
3.	Discuss types of Management along with functions and characteristics of media management.	10
4.	Define Niche Marketing and what are the benefits of Niche Marketing?	10
5.	Draw structure of PTV and Radio Pakistan in Block Diagram.	10

Ans1: Elaborate Paywall and discuss it types.

Paywall:

- Paywall is a process of placing restriction upon contents and limiting its access to people who have subscribed for it through payment, for the purpose of increasing revenue generating by the organization which might be readable digital based or print based or video based.
- It increases the amount of revenue earned by organization and it is more efficient way of generating revenue then just by placing advertisement on contents.
- Newspapers use this tactic to increase their subscriber and viewership, because it is also a psychological trick under which a subscriber feels like is someone at next level and now, he has access to information different then other, when all he is getting is advertisement free contents and sometime with adverts too.
- A perfect example for paywall is Netflix out there, there contents are totally locked and only can be accessed by people who have payed for its viewership.
- Paywall increases the work quality of organization because then the organization don't need to fear that they might lose ads and thus their revenue will be damaged by any mean so thus they focus on quality of the contents to keep there community as loyal as they can by providing them contents, which initially they subscribed you to get.
- In nowadays many organizations are turning toward paywall mechanism, because they have sensed that people spend more time on internet, so if we take example of Indian network of star channels, so they have launched a premium service, I mean paywall service under which they have introduced a platform HotStar which can be subscribed by paying monthly or early fee and then there contents' might be enjoyed at anytime by user, which also give the benefit from previously made entertainment contents, and also user have broad range of entertainment contents, so it's a win win situation for the organization.

Type of paywall:

There are 3 types of paywall contents which are:

1. Hard paywall:

- This type of paywall do not allow access to any free content and thus makes it little bit risky for the business to survive easily because user have no guranteed that what is he signing up for and what is the quality and also every user is not coming to you for permanent use but for a story or two only.
- Keeping audience engaged is only possible when your content is of good quality and attractive enough for the audience to stay there and enjoy it or get informed, or in short, a relation of trust is needed and a guranteed should be given to subscriber that he must get, for what is he paying.

2. **soft paywall:** this type allows the audience to watch the content for up to a limit, like some video websites offer content watching for demo purpose up to one minute of whatever part you choose in a video but a timer is running in background which

directly restrict access to that video after it passed, then user have to subscribe to watch more, or in newspaper case so a free snippet of a story is offered and if the user finds it helpful and he wants to read further so he can subscribe.

3. **Metered paywall:** this is type of paywall under which a limited number of contents is allowed for a person to view for free, like in this case a website will force you to make an account with them and when you make account with them so after that you can use there service with limited capabilities like access to specified number of contents per 24 hours, or slow download speeds, or limited quality of a content etc.
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Ans2: Write a detail note on Business model.

Business Model:

- A business model is a structure which makes sure that the company will survive in market and will generate sufficient revenue and other goals.
- Business model includes, how the company will operate in a given circumstance and weather the certain kind of steps it takes shall be beneficial for it, and if not beneficial then what kind of measures should be taken to make it stand successful.
- All the policies, and patterns that a company follows and adopt is guided into business model.
- including purpose, business process, target customers, offerings, strategies, infrastructure, organizational structures, sourcing, trading practices, and operational processes, including culture.
- There is no hard and soft rule in a business model, but the company have to research and find the balancing spot, and after finding initial balancing spot, the company will have to continue its research to more accurately conduct its operations because the interest of audience sometime get degrades, and also very often there is a massive amount of competitors in terms of that business, so company has to swift or else it will stay behind in race.

Business model innovation AND business strategy:

- The process of business model construction and modification is called business model innovation and forms a part of business strategy.
- A business strategy is a set of competitive moves and actions that a business uses to attract customers, compete successfully, strengthening performance, and achieve organizational goals. It outlines how business should be carried out to reach the desired ends.
- Business strategy is the tactical steps a company takes, to engage the customers with the themselves by means of, offering new contents, or putting there products on sale to attract customers, introduce discounts to counter competitors, in short business strategy tells us how can we promote our business to get the results we need.

Parts of business model:

It is based on 3 parts:

1. Designing and manufacturing of product.
2. Finding the right customers to distribute the product.
3. How the customer will pay and how will the company earn money.

Importance:

- Business model is the foremost work a company do, often before even the products are made or the management team is hired.
- It defines the all the up downs that can come into way of operation of a company hence the company is prepared for taking risks.
- Companies can adopt models of similar company to make it work for themselves which will benefit the company.

Need of model:

- It is clear straight way of imagining the picture of operations of business.
- Will be easy to describe what is the business about.
- Business model is a mean to translate, value proposition into potential for rapid revenue growth and profit.
- It gives a brief vision of operation of business to investor and through that his trust can be earned.

Difference between business model and plan:

- A Plan is much more detailed. It presents the strategies that can be used for implementation of model.
- Resources needed which includes people and capital is defined and a detailed perspective is supposed which will directly give the desired results.
- But the business model is part of business plan and not same as business plan.

Investor's Perspective:

Investors only invest in those areas where they clearly see vision of great profit, and for this purpose they study the business model of the company before investing, so they should be aware of flaws, which can potentially face to this business in future, so if he finds that model is convincing and profitable so he might invest otherwise will say good bye.

Ans3: Discuss types of Management along with functions and characteristics of media management.

Management:

- Management is the process which is performed for the purpose of dealing with others to complete the desired goal in an accurate precise way, which involves controlling, staffing, planning, organizing, directing etc. to get the job done.

Types of management:

- **Conventional management:**
 - This type of management is based on trial and error because It is intuitive and unsystematic, which depends on use of human skills like imaginations in planning and executing organizational goals.
 - It is subjective, non-statistical, based on emotions, common sense and behavior.
 - This method is time consuming.
- **Systematic management:**
 - Under this type of management, tasks are performed in light of history, like which happens in our typical families also, who states that our grand parents have done it this way so we'll also do the same.
- **Scientific management:**
 - In this type, scientific principles and techniques are used for managing organizational workflows.
 - It is based more on statistics, empirical, analytics, research and quantifiable type of data.
 - Identification of problems and objectives are acquired by, assembling and analyzing all factors to solve the problem and thus draws logical conclusions of it.
 - First experimented in 1885 by Fredrick Taylor who later became known as the father of scientific management.

Media management:

- Definition of media management can be derived from acronym 'POSDCORB', which was given to it by Lather Gulick.
- According to Lather Gulick, P stands for Planning, O for Organizing, S for Staffing, D for Directing and Co for Coordinating, while R stands for Reporting and B for Budgeting.
- Which are the functions performed under the acronym POSDCORB, which are defined as:
 - **Planning:** is the preparation for future goals of a business activity, by keeping in light all the factors and rules, and then by thinking a way out in it to proceed as desired and also proper planning minimize confusions, risks, wastages and poor performance.
 - **Organizing:** It is process which bring together physical, financial and human resources and develop productive relationship among them for purpose of attaining organizational goals and objectives.
 - It also involves identification of activities, classification or grouping of the activities, assigning of duties, creating responsibilities and assigning authorities to coordinate.

- **Staffing:** searching, selecting, recruiting, replacing, training and developing of staff happens in this phase, it also includes remunerations, performance appraisal, promoting, transferring and retiring of staff.
- **Directing:** This is an interpersonal aspect of management under which influencing, guiding, supervising, instructing and motivating subordinates for the purpose of achieving organizational goal are being performed.
- **Controlling:** purpose of control is to ensure that everything work in accordance with standard operating procedures as planned.
 - It has the following steps: establishment of organizational standard of performance, measurement of the actual performance comparing the actual performance with the organizational standard to determine if there is any change.

Characteristics of Management:

- **Purposive and goal oriented:** means that management has an objective for and for achieving of it, it performs its activities.
- **Time oriented:** specified time frame has been allotted under which management has to achieve that goal.
- **Group activity:** an objective is being achieved under team work of a group known as management, and it comprises of all the staff who have different different skills which is needed in the fulfillment of that objective.
- **Pervasive:** it means that management is the need of all types of organizations whether political, social, cultural, or business. The reason is that it helps in directing various efforts towards a definite purpose.
- **universal phenomenon:** all types organizations, ideologies, all cultures, races and religion are involved in management.

Purpose of media management:

- To promote the existing contents.
- To generate more revenue by improving quality contents.
- To study, predict and forecast changes in the organizations macro-environment and to adapt to such changes.
- Provide necessary resources for accomplishment of organizational goal.
- To give the organization the best output in terms of low input like man, money, time, materials, and efforts.
- To assist the organization in making more better decisions in future by providing it the accurate data as much possible based on collection of team skills.
- Making your organization stand firm in competing environment.

Skills for media management:

- **Strategic thinking:** Ability to think based on logic and prioritize the most important objectives first and work for its completion in way which gurrented better output.

- Effective communication skill: a media manager must have good communication skills to convey his message properly to his rest team, and inspire and motivate them.
 - Resilience: Ability to know when to work and how to work, and also allow change for the betterment of organization.
 - Planning skill: should have good planning skills to arrange tasks needed to lead the organization in right way.
 - Technical skills: skill is very important in media organizations especially the broadcast. A manager of television or radio station should know the technical aspect of the job. He should know how to operate studio and control room equipment, etc.
 - Public Relations skills: He should have good skills for maintaining his relations with public, and make effective coordination's of staff and public upon demand.
 - Administrative skills: should be able to administer and assign tasks to staff, and control them and show them right path.
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Ans4: Define Niche Marketing and what are the benefits of Niche Marketing?

Marketing: The action or business of promoting and selling products or services, including market research and advertising, is known as marketing.

Niche Marketing:

- Niche marketing is an advertising strategy that focuses on a unique target market. Instead of marketing to everyone who could benefit from a product or service, this strategy focuses specifically on one group or demographic of potential customers who would most benefit from the offerings.
- A niche market could be differentiated from others because:
 - Geographic area.
 - Lifestyle.
 - Occasion.
 - Profession.
 - Style.
 - Culture.
 - Activity or habits.
 - Behavior.
 - Demographic.
 - Need.
 - Feature reduction or addition.

Niche Marketing Strategy:

- Niche strategy may consist of any of the following:
 1. Marketing only to your niche
 2. Marketing to both your niche and your larger target audience, refining your content slightly more for the niche.

3. Marketing to your target audience from the standpoint of your niche.

How to Find a Niche Market:

- **Identify your strengths and interests:** research on yourself that in which area you are better than others, and if you start working in a specific niche so is there any competitors, and how much can you offer and how better can you offer as compared to others.
- **Do industry research:** conduct research on industry and find that what is the level of your idea being already implemented in market by others which will help you easily plan your business.
- **Get to know your ideal customer:** search on mindset of customer who you might think must be your ideal customers, think about their needs and demands, and whether your services will fulfill their needs or not.

benefits of Niche Marketing:

Benefit of niche marketing is that it allows brands to differentiate themselves, appear as a unique authority, and resonate more deeply with a distinct set of customers.

Some benefits are:

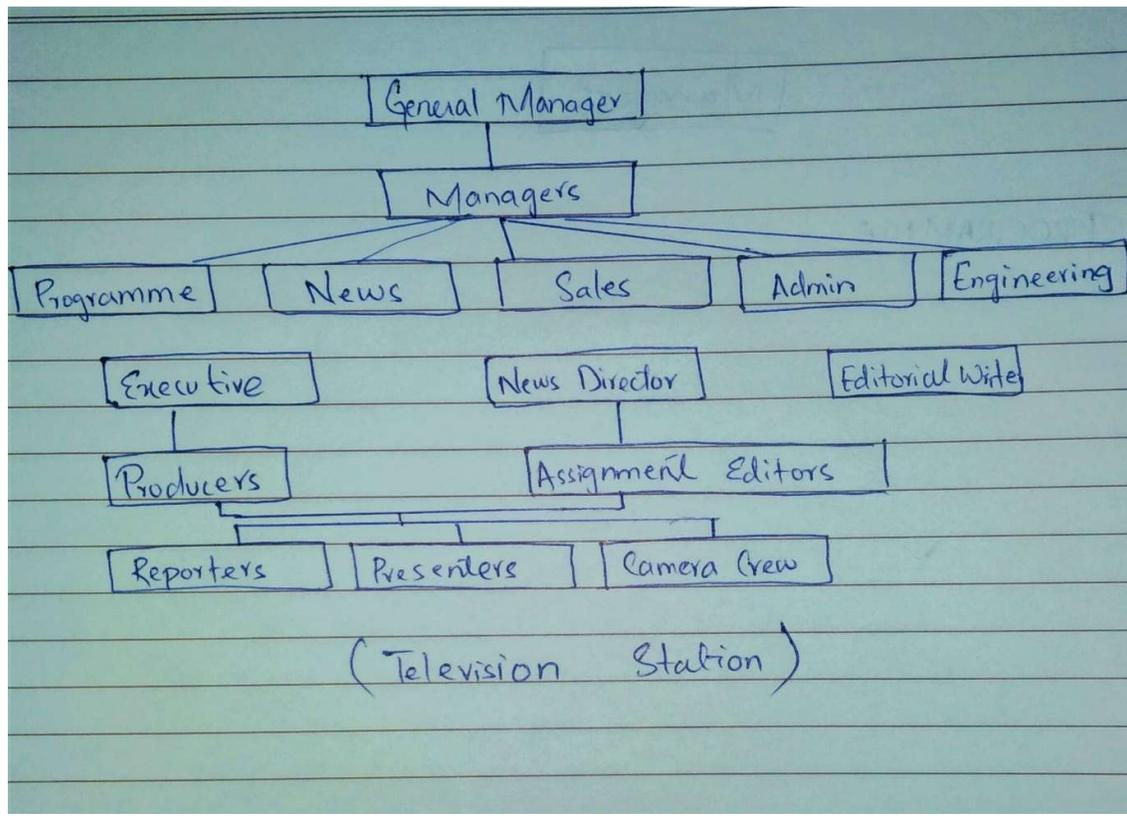
- **Enhanced Customer Relationships:** relations with customer can be enhanced because you are targeting a small number of customers related to a specific type of product promotion which gives you the advantage of creating good relations with him because you have a limited number of people to serve at a time.
- **Reduced Competition:** competitors must be less, when products you are offering is not publicly available everywhere.
- **Increased Visibility:** this is a benefit of niche marketing strategy which will give you more presence over online platforms thus increasing your number of customers.
- **Word of Mouth Growth:** people in the same niche tend to have contacts of the same niche, thus they'll spread out your word and thus increase the amount of your customers.
- **Honed Expertise:** The benefit of niche marketing is that it enables you to become an expert or thought leader in your niche because it requires more concentrated practice in one area, thus fine-tune your expertise in a shorter time span.
- **Less Resources:** The benefit of niche marketing is that because you are confined to a specific person and a specific need, thus less focus is required on digging into your data to understand and keep up with the needs. You will also be doing less trial and error with your methods, which also can be resource-heavy.
 - When you serve just one demographic, you have less work to do. You can also operate more seamlessly and give your undivided attention to this one area.
- **More Fun:** A niche marketer has the freedom to explore more in his job, things which he loves to do, he can research and enhance it, because in not every business, you get this kind of offerings but instead you have to work on simultaneous

positions, so niche marketing gives you the benefit of being happy into your existing job.

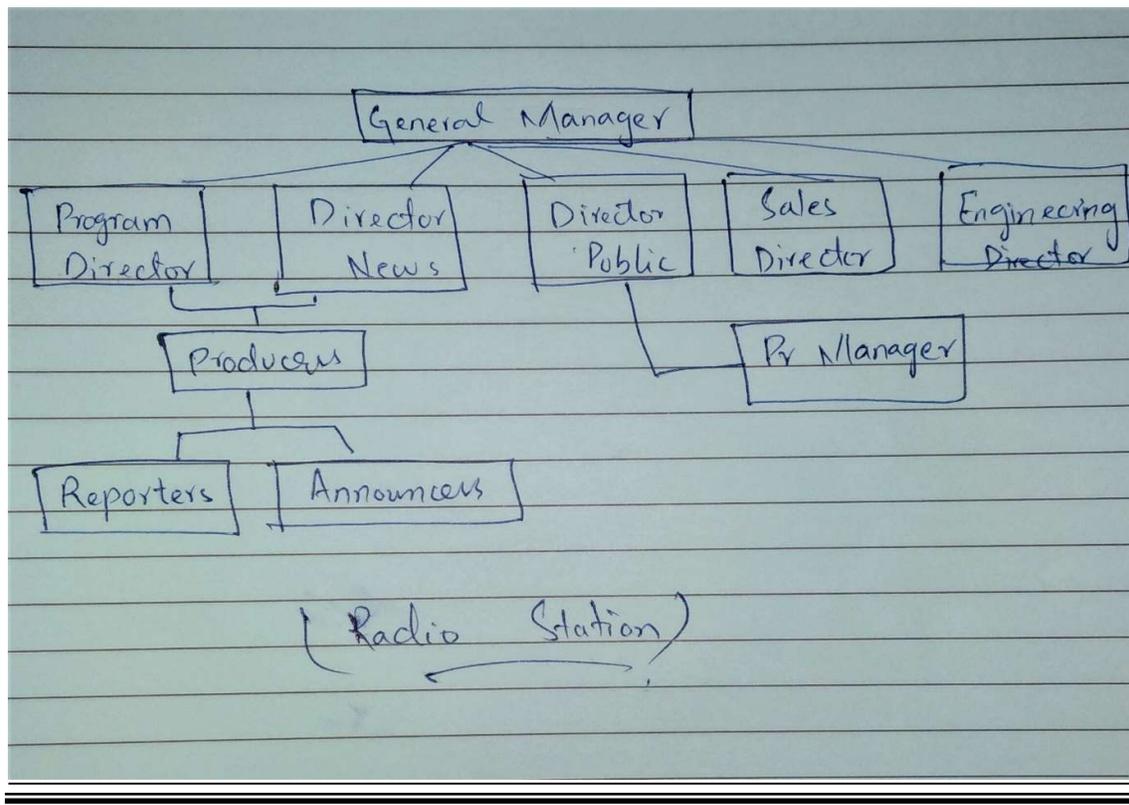
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Ans5: Draw structure of PTV and Radio Pakistan in Block Diagram.

PTV Block diagram:



Radio Pakistan Block diagram:



Thank you