

Major Assignment BS6th Media Management Spring 2020

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Q1: Write down role of the following positions holders in media organizations.

Ans: MD: Managing Director (MD) is the most senior role in media organization.

Managing Director will be responsible for implementing company policy and any changes to it. As the aims of business are focused towards growth, profits and increasing shareholder return, it is the responsibility of the MD to ensure that the company strategy is geared towards this.

To convene a Board of Directors and manage any communication between the Board and the Chairperson/Shareholders is also comes under umbrella of MD.

The Managing Director will be responsible for representing the company in public, at events or with the press. They will be responsible for leading, coaching and mentoring other board members and supporting their professional development. MD will work alongside other board members to identify operational performance measures and will require an understanding of finance related issues in order to analyze company performance.

CEO: Chief Executive Officer is highest ranking body in a media organization.

The CEO is responsible for overall success of media organization and for making top level managerial decisions. CEO can ask for input on major decisions, but final decisions will be taken by CEO.

Other roles includes:

- 1: Leading the development of media organization short and long term strategy.
- 2: Awareness of the competitive market landscape, expansion opportunities, industry developments.
- 3: Assessing risks to media organization and ensuring they are monitored and minimized plus to Set strategic goals and to make sure that it gets implemented properly.

CFO: Chief Financial Officer of media organization has responsibility for the planning, implementation, managing and running of all the financial activities, including business planning, budgeting, forecasting and negotiations. Also to extend and obtain and maintain investor relations and partnership compliance.

Detail job role includes:

- 1: Provide leadership, direction and management to finance and accounting team.
- 2: Strategic recommendations to CEO/president and members of the executive management team.

3: Manage processes for financial forecasting and budgets, and overseeing the preparation of all financial reporting.

COO: Chief operating officer is a senior executive tasked with overseeing the day to day administrative and operational functions of media organization. COO commonly reports directly to CEO and is considered to be second in the chain of command. In some corporations, the COO is known by other terms, such as "executive vice president of operations," "chief operations officer," or "operations director."

COO often handles media organization internal affairs, while the CEO functions as the public face of the company, and thereby handles all outward facing communication.

Marketing Manager: Responsibilities include tracking and analyzing the performance of advertising campaigns, managing marketing budget and ensuring that all marketing material is in line with brand identity.

Marketing manager should have hands on experience with web analytics tools and be able to turn creative ideas into effective advertising projects.

Maintain a strong and consistent brand through a wide range of online and offline marketing channels.

Others roles are:

- 1: Developing strategies and tactics to boost the company's reputation and drive qualified traffic.
- 2: Deploying successful marketing campaigns from ideation to execution.
- 3: Experimenting with various organic and paid acquisitions like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis etc.
- 4: Allocation of funds for campaign wisely.
- 5: Analyze consumer behavior and plan accordingly.

Director News: TV news directors manage television station news departments and staff to ensure the accurate, timely delivery of news. They plan news broadcasts by determining and scheduling all of the content that goes live. TV news directors are in charge of quality control, as they monitor stories for accuracy and ensure that broadcasting rules and regulations are followed. This is a high stress position.

Their duties include:

1. Overseeing the daily operations of the television newsroom.
2. Reviewing stories to make sure they are fair and accurate before they go on the air to ensure adherence to journalistic and legal standards.

Director Current Affairs: Director News and current affairs are mostly same and have same kind of job details in a media organization.

Director Administration: Also known as Directors of Operations or Operations and Administration Directors, Directors of Administration are tasked with coordinating daily operational functions,

streamlining management systems, monitoring budgets, supervising managers, improving business efficiency, requesting audits, and analyzing financial data.

Roles are:

- 1: Developing organizational policies.
- 2: Disbursing funds to managers.
- 3: Managing administrative budgets.
- 4: Negotiating contracts and agreements with vendors.
- 5: Monitoring operating expenses.
- 6: Liaising with HR and other departments.
- 7: Updating executives on business performance.

Controller News: Controller news is the gatekeeper in a media organization whose duty is to monitor every news which will be passed for airing purposes.

He should be the one responsible for a news publishing which do not follow community guidelines like it may be unethical, not suitable with national interests, harm to others, promoting of content which are not suitable for all kinds of people etc. must be refrained, if a news like this passes then he should be responsible for it.

Chief Editor: is the head of editors who's duty is to monitor every story or report or anything which will be cooked for publishing purpose and see if its suitable with policy of media organization, and it consist something of general interests and not just a time waste, moreover to change anything which might not be suitable related to any case is the role of Chief editor.

Editor: is the person who compiles every story or report being shared through reporter or content creator and make it according to policy of organization. Basically he is the first gate keeper because he has to control the information given to him at the very first stage and now he has to cook something out of it.

Q2: Write a summary of Chapter 04 entitled "Online Advertising and Viral Campaigns".

Ans: starts on new page.

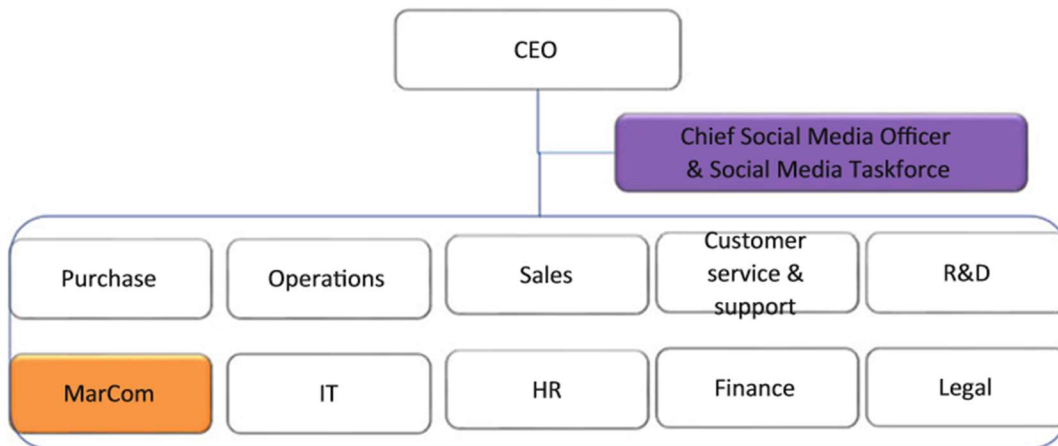


Fig. 4.1 The multidisciplinary approach of online advertising and viral campaigns

Online Advertising: is a form of advertising which is done through internet.

Advertisements are placed on websites, social media platforms etc. and people visit their favorite sites and they get served through that ads.

Difference between online advertisement and traditional one:

Online Adverts:

- Paid marketing initiative on the Internet or social media.
- Higher efficiency expected, because of:
 - Fast dissemination of information possible.
 - Interaction possible (e.g., input fields in the ad) .
 - Niche audience possible (e.g., customized by geography, demography, hobby, etc.).

Traditional advertising:

- Paid marketing initiative on the traditional mass media (e.g., radio, newspapers, magazines, television).
- Better privacy protection.

How online Advertising works?

Before I answer this question, first of all I need to describe choice of ads being served to a user.

There are two choices of online ads which get served to end users of internet.

1: Personalized Ads.

2: Non personalized Ads.

Personalized Ads: are those ads which are served to a user based on his personality type.

Now question arises what is meant personality type in this field, so it is the collected information of a user which is a mixture of his searched contents, written content in mail or message through a social media platform, type of videos watched through social media platform, clicked advertisements, expenditure of amount of time spent in a website or a web page, talks through online calls on social media platforms, your location data through your ip address, temperature and other sensors data installed on a device, cellular tower id's, caches and cookies records, type of device you use etc. and, much more which can be collected through any mean.

Under which the advertisers agency like Google AdWords which can be directly accessed through <https://ads.google.com/>, and also which is currently the biggest advertiser in the world on online platforms, is allowed to collect these data with specifically assigned advertisement id which is linked with the google account owner. However, users can option out of this at anytime but by default the advertisement personalization is on. Moreover, other advertisers like Facebook, Dailymotion, and new one emerging into the field which is Huawei through its HMS core (which is Huawei Mobile Services) rolling out in there Huawei devices as competitor of google. All of them run almost same like google. And this personalization is used for Targeted ads.

Non Personalized ads: Are the one in which account owners have optioned out or user is using a vpn or other proxies or incognito modes or in more next level Tor browser which encrypt user communication and only temporary ids gets generated under which the user personality choices can't be tracked easily and hence advertisement based on targeted personality can't be served because there is insufficient data being collected, but adverts will be served still.

Now the advertising agencies like google and rest give the choice to people or organizations who want to advertise there contents which can be anything but adverts, so agency offer them a broad category of targeting because there is bunch of data collected every minute about users and gets automatically analyzed through Artificial intelligence which then categories the data being constantly collected, So when advertiser want to advertise so google give them a broad choice of where the advertisement should be served, what should be its type, what kind of people it needed to be served too, what might be there age, there gender, language, device type, interests etc. plus google offer tracking of stats of advertisement if users are clicking on it or not.

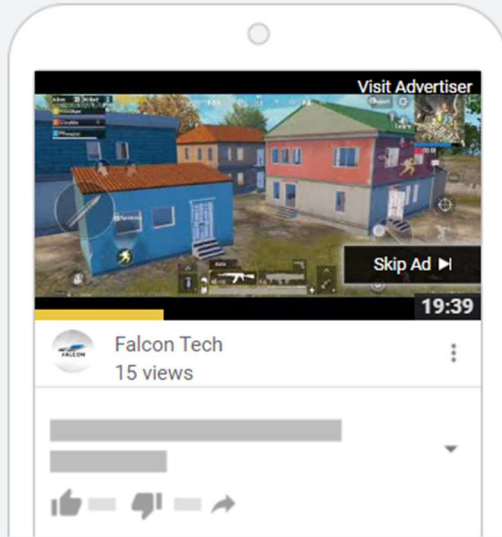
There are many types of these ads which are:

- Automatically played before other YouTube videos:
 - Best for driving traffic to an external website.
 - In stream ads play before, during, or after another video on YouTube or video partners on the Display Network. They give viewers the option to skip the ad after 5 seconds.

Ad Preview

ON YOUTUBE

GOOGLE VIDEO PARTNERS



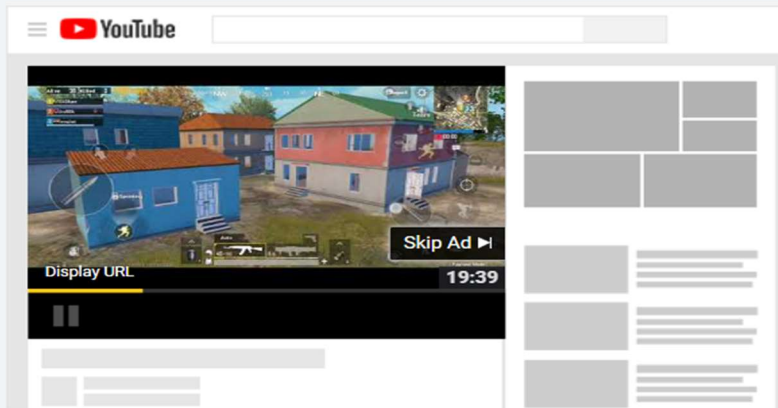

Mobile


Desktop

Ad Preview

ON YOUTUBE

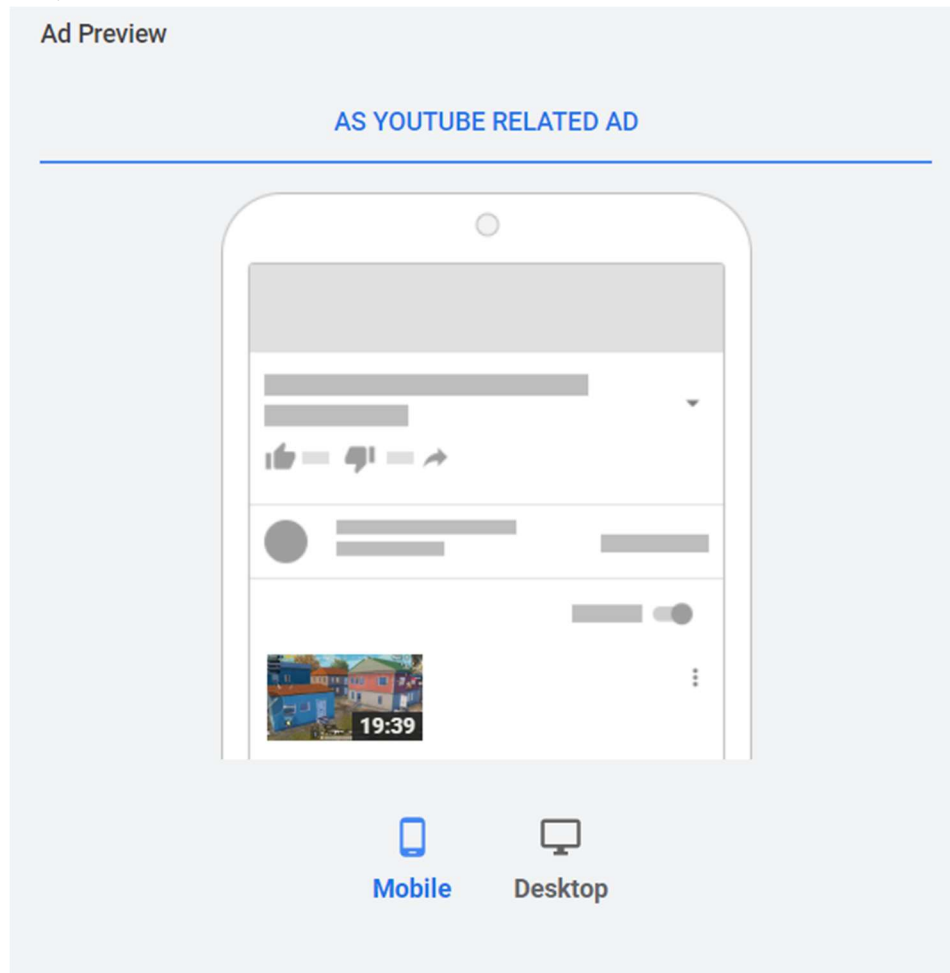
GOOGLE VIDEO PARTNERS




Mobile


Desktop

- Placed as a thumbnail next to related videos or on the YouTube homepage:
 - Best for driving traffic to the ad's watch page.
 - Video discovery ads can appear on YouTube search results, next to related videos, or on the YouTube homepage. They invite users to click on a thumbnail, consisting of an image and some text, to watch the ad.



- Search Ads: Get more sales with text or call ads that show near search results of Google.com, on Google search partners sites, and more.
- Display: sales by showing visually striking ads across the web (online, in app, in store).
- Shopping Ads: Drive online and in-store sales with Shopping ads that show near the search results on Google Search, Google Images, Google Search partner sites, Google Display Network, and more.
- Smart: Get website sales with automated ads that show on Google, Google Maps, and across the web, and take advantage of minimal hands-on ads management.
- Discovery ads: Get more sales with visually rich personalized ads that show across YouTube, Gmail, Discover, and more.
- Leads ads: leads and other conversions by encouraging customers to take action.

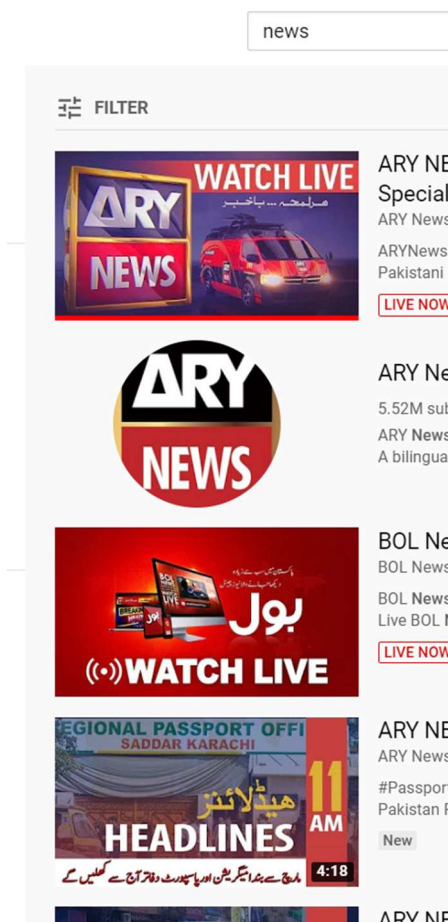
- App promotion Ads: Drive app promotion with an automated campaign showing ads on the Google Search Network, the Display Network, Google Play, within other apps, and on YouTube.
- Call-only ads: Drive phone calls to your business with ads that include your phone number. People can click on these ads and then call your business directly. These ads will only appear on devices that can make phone calls, and any field in these ads can be hidden to fit on smaller screens.
- Image: Showcase your product or service in a visual way. Reach customers on websites that partner with Google. Static or interactive graphics. Animated ads in .gif and Flash format can be used.

During ad generation: We set some settings in which some of them are:

Target CPA: sets bids to help get as many conversions as possible at or below the target cost-per-action (CPA) you set. Some conversions may cost more or less than your target.

CPA: Cost per action is the cost of 1 second impression of your banner ad or whole click on your advertisement, or 5 seconds watch time or your video ad.

Impression: is the thumbnail users see during a search for reference please see image.



The pictures appeared in youtube after searching of keyword News are known as impression.

Keyword: Keywords are the terms used to search for something and usually a website algorithm is optimized in a way which understands how someone will search and what possible terms can someone use to search for a specific thing on internet, for this purpose we choose dedicated keywords in our ad to give the information to the online platform that where our ad should be placed.

Description: usually a 100 word description in the three phases in google AdWords is allowed and must be given when starting a specific ad campaign, as the whole system is automatic, so a brief and to the point description in a humanized way of thought implementation give the information to the platform that what is the ad exactly about and how it need to placed across multiple services and type of contents.

CPM: The CPM model refers to advertising bought on the basis of impression. This is in contrast to the various types of pay-for-performance advertising, whereby payment is only triggered by a mutually agreed upon activity (i.e. click-through, lead, sale).

The total price paid in a CPM deal is calculated by multiplying the CPM rate by the number of CPM units. For example, one million impressions at \$10 CPM equals a \$10,000 total price.

$1,000,000 / 1,000 \text{ impressions} = 1,000 \text{ units}$

$1,000 \text{ units} \times \$10 \text{ CPM} = \$10,000 \text{ total price.}$

Cost per click (CPC): is a paid advertising term where an advertiser pays a cost to a publisher for every click on an ad. CPC is also called pay per click (PPC). CPC is used to determine costs of showing users ads on search engines.

Legislations in online advertisement section: There are various laws in place in every country but usually it can't be implemented easily, however the adverting agency in my example case google, they have specified a specific policy and set of guidelines which is strictly implemented under which no advertisement gets advertised with a manual review by a reviewer from google and they ensure whether its okay or not for advertising with google.

According to google 'Google's advertising policies are designed to promote a good experience for people viewing our ads, to help you be successful with your ads, and to help make sure that ads follow applicable laws in the countries where they appear.

All ads go through an approval process to ensure the ads are safe and appropriate for users. Every time you create a new ad or make changes to an existing ad, it will automatically be submitted for review to ensure that it follows our advertising policies.

Ads that we find in violation of these policies will be marked as Disapproved or Suspended and will not be able to run while in that status. <https://support.google.com/google-ads/answer/6316?hl=en/>

Some type of advertisement which are not allowed is listed below:

Prohibited content:

- Counterfeit goods, contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another. They mimic the brand features of the product in an attempt to pass themselves off as a genuine product of the brand owner.
- Dangerous products or services, that cause damage and harm or injury like weapons, ammunition, explosive materials and fireworks; instructions for making explosives or other harmful products, tobacco products.
- Enabling dishonest behavior, example are Hacking software or instructions; services designed to artificially inflate ad or website traffic; fake documents; academic cheating services.
- Inappropriate content like bullying or intimidation of an individual or group, racial discrimination, hate group paraphernalia, graphic crime scene or accident images, cruelty to animals, murder, self-harm, extortion or blackmail, sale or trade of endangered species, ads using profane language.

Prohibited practices:

- Abusing the ad network promoting content that contains malware; "cloaking" or using other techniques to hide the true destination that users are directed to.
- Data collection and use and its unsafe or illegal use like data, that should be handled with care: full name; email address; mailing address; phone number; national identity, pension, social security, tax ID, health care, or driver's license number; birth date or mother's maiden name in addition to any of the above information; financial status; political affiliation; sexual orientation; race or ethnicity; religion.
- Misrepresentation, omitting or obscuring billing details such as how, what, and when users will be charged; omitting or obscuring charges associated with financial services such as interest rates, fees, and penalties; failing to display tax or license numbers, contact information, or physical address where relevant; making offers that aren't actually available; making misleading or unrealistic claims regarding weight loss or financial gain; collecting donations under false pretenses; "phishing" or falsely purporting to be a reputable company in order to get users to part with valuable personal or financial information.

Restricted content and features:

- Adult-oriented ads and destinations are only allowed if they comply with the community guidelines which somehow might be suitable for all kind of people and don't target minors, but they will only show in limited scenarios based on user search queries, user age, and local laws where the ad is being served, except this adult contents are not allowed.
- Copyrights, Google abide by local copyright laws and protect the rights of copyright holders, so google don't allow ads that are unauthorized to use copyrighted content.
- Political content, like promotion of political parties or candidates, political issue advocacy etc.

- Source for guideline is:
https://support.google.com/adspolicy/answer/6008942?visit_id=637276363327771380-2342075033&rd=1/
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Thank You