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Subject : Media Management

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Final Exam

Q:1.

Elaborate Paywall and discuss it's types:

Answer:

Paywall

Paywall is a system that prevents Internet users from accessing web page contents, most noticeably news content, scholarly publications without a paid subscription.

From more than a decade publishers attempted to grow add supported businesses that depended on mass of scale and distribution of free content but, in recent years many have acknowledged that purely advertising base business models simply don't work in a world in which facebook and google are earning all the money online. So the began asking their readers to pony up, launching different types of Paywalls that required subscriptions for those who wanted to access paid content.

Types :

There are three kinds of Paywalls that have emerged.

1. The Hard Paywall
2. The Soft Paywall
3. Metred Paywall

Hard Paywall :

This is the kind of Paywall, where virtually all locked. In hard Paywall everything is behind the Paywall. The publish nothing outside the Paywalls so one should be basically pay for their content.

For instance, a good example of hard Paywall should be something like Financial Times web where everything is under the paywall.

Metred Paywall :

This refers to the type of Paywall where the user gets access to a certain number free articles before the Paywall is triggered. It is like the publication gives you some access for a month but then it tracks your cookies and hence, ones that limit is hit the person is bound to pay for it.

Soft Paywall :

This is the type of Paywall where publishers will publish most of their content for free while reserving extra goodies for those who is willing to pony up some money. These could be access to a channels or just exclusive content. In this type of the paywall there is a lot of stuff for free access already. However, if one subscribed the can get an extra access.

Explanation :

There has been this debate that clarifies the challenge many people faces, like most people learning management doesn't knows what should be in the front of the Paywall and what should not be in front of the paywall.

The best way to make subscriptions work for businesses, is to offer all the best stuff for free, because that is what people are going to mostly pay for. Moreover, there are some websites that doesn't needs any kind of Paywalls, they are those that runs on advertisements and they get their money through advertisements. Yet, in today's world it is important for publishers to have their own Paywall for good income generation.

There are different policies to the website, some Paywalls are for foreigners people outside their countries. Also, some paywalls are the ones that have same rules and regulations for every individual.

Q :4. Define Niche Marketing and what are the benefits of niche marketing?**Answer :****Niche Marketing :**

It a type of business of promoting and selling products to any specialized segment of the market. It is also said to be flexible and cost effective. It is a sub segment of a market, very small and highly specialized. It is targeting a very small amount of people, and slightly media are used. Such as electronic add, print, social media etc.

Niche marketing is one of the ways of targeting, if one is into starting a new venture niche marketing is the most appropriate way.

New and small ventures which catering specific needs of customers find it difficult to target a large market. It is because in a large market they have a direct competing from big players who are able to spend a lot of money to reach the customer. More often, is something that start-ups do.

Why Niche Marketing is Good:

- A new venture will normally have limited resources it allows sensible use of resources.
- It is easier to identify good clients and potential business partners for a venture when one is operating in a niche.
- One can easily become an expert in technical and market knowledge, ones a person become an expert, it will build up customers trust. This way one can keep away potential competitors.
- Niche marketing gets people repeat business and reference. Which will translate into mire business and new customers.
- Catering to a niche makes marketing easy.

For example, the world's largest Halal baby food brand is "For Aisha" this brand after its initial success in the starting country is now looking for a worldwide niche baby food halal market.

Most of people believes that if a business starts with nich market it might remain small. However, that is not the case. Ones the venture is successful in the niche market it can grow.

Example ;

Under Armour, itvstarted as a niche sports company, now it the number 2 sports brand in the US after Nike. It is a very important ti start from Niche marketing when one is into marketing.

There are various reason that niche markwting stand apart from the other methods of marketing

- Area
- Demand
- Environmen and culture
- Needs
- Profession and much more.

Following are some of the advantages of the niche marketing;

Advantages of Niche Marketing :

- There is less spending
- Less risk, because one is investing less capital into it.
- When niche marketing is done right it can be extremely coast effective.
- Niche marketing is leading to higher profits
- With niche marketing there is less completion because, in a marjet segment which is somethings like a demographic or geographic area
- It can create more brand loyalty
- More eaily
- Less syress giving
- Gives more opportunity to grow and stablsh more.

Strategy

There are three ways In order to find nuche marketing

1. Research
2. Get to know who you want to target
3. Find out your own area of intrest

1 Find Your Area of Intrest:

It is always important to know what you're best at. Starting a business that awakens one's interest never fails.

2 Research :

Once the idea is clear, it is important to conduct a market research regarding the area, competitors and what other companies are doing.

3: Get to know who you target/ Ideal customers:

Getting to know your target group not only helps you to grow the customer base but also enhances your understanding of what is the area of interest of the targeted customers.

Q :2. Write a detailed note on business model :

Answer :

Business Model:

Model:

First of all, a model is an abstract conceptualization of something, in this case something could be any business one can imagine.

Business :

A business is a transaction between two systems. For example, between two companies or between two persons, the one system offers a service to the other system and exchange for a gratification. This exchange process could be called a transaction.

Business Model :

A business model is a conceptual tool that helps us better understand that how a business and organisation produces value.

The business model outlines what one offers the products and services, through what channels we reach out to the customers and what specific business or organization do in order to make their customers stay loyal and create strong relationships with them. This is referred to as the right hand side of the business model.

The left hand side of the business model, outlines the processes needed in order to produce that value. The competences they need to and the structures that need to be in place in order to make it all happen this is referred to as the top line of the business model.

The bottom line is of course results and profits.

Business Model Strategy :

A business model strategy is a set of goals that attracts more customers.

Today business model and strategy are the most used terms in management business these are two separate concepts which most people can confuse sometimes.

The term business model emerged with personal computers and spreadsheets began common. Business model is a description of how business runs, a competitive strategy that explains how one can do better than their rivals for a good business model it is important to have a good strategy and understanding the difference between a strategy and a business model.

Business Model Innovations :

The term is used for the process of construction and modification of business models that is why this is called business model innovation.

Types:

When it comes to business models there are more than 50 kinds of business models.

Elements and principles of business models :

All the elements of the business models need to be fixed.

There are few characteristics that define what a good business model is;

1. Defined business market

A good business model is the one that specifically targets a customer segment. One can have a successful business model by trying to be everything to everyone.

2. Low capital requirements

Some companies rely on subscription revenue are very successful but are very capital intensive. So what it means is that they expect the customer lifetime value.

3. There should be a high margin

This explains into that the cost of delivering service is significantly less than high revenue.

4. Long customer lifetime value

They can specifically track that how long a customer will be with them.

5. Fairly sales price

The cost should make sense.

Parts of business Model:

There are basically three parts to a business model

6. Creating the product
7. Selling the product
8. Information about the customer getting the product

Why Business models are important :

In above I've already mentioned what a business model is, it is important to get a concise, complete and clear picture of your business. It kinds of guides one a lot how to manage how to make the strategic decisions and how to successfully run a business.

It is said that with business models people faces hardships less and chances of loss is also less because a proper guideline is given through the business model.

Q :3. Discuss types of management along functions and characteristics of media management.

Answer :

Management :

Definition :

Management is an art to perform different activities by others in effective manner so that the objective of entity can be.

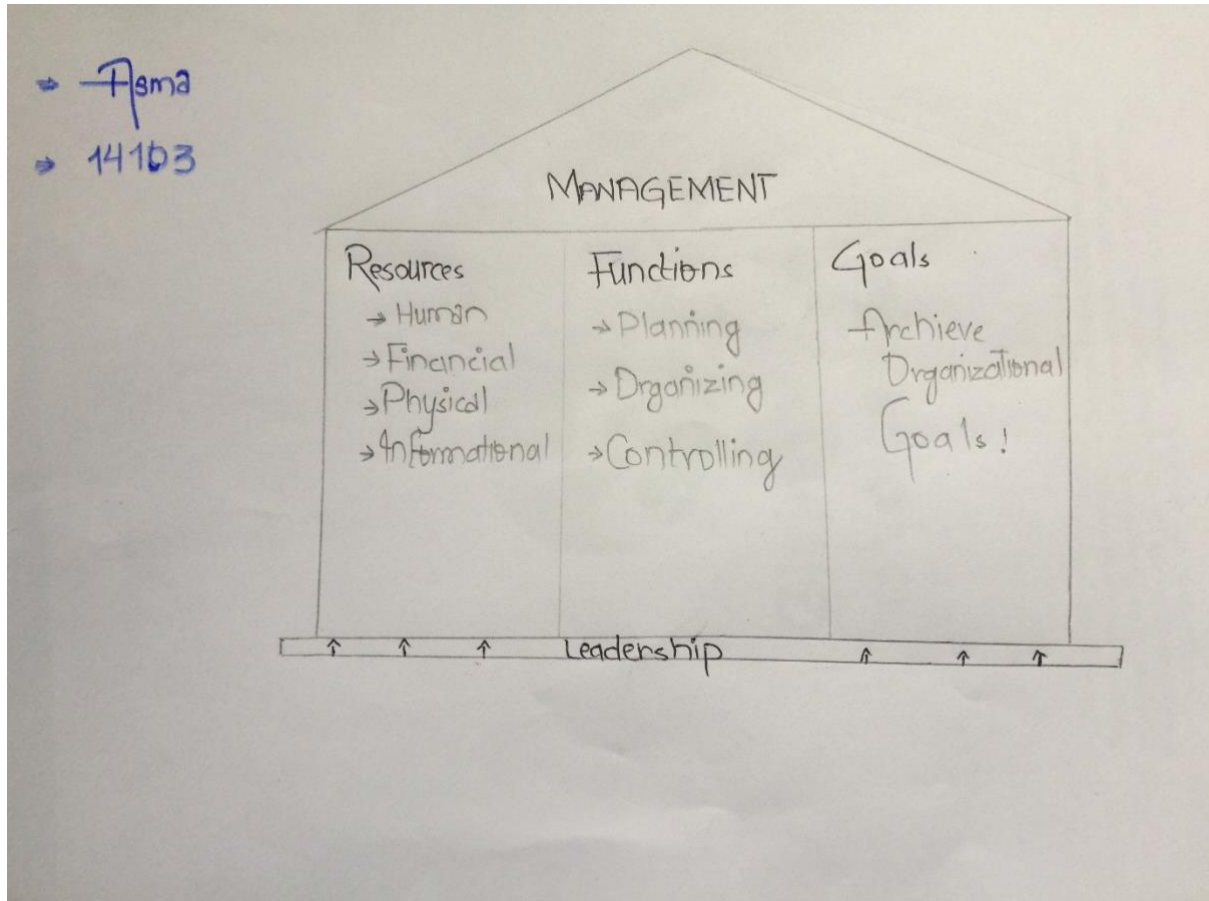
Management takes place within an organisation or structure. At a very top of the structure is the management under which everything falls. It is also important that the leadership is the foundation of structure.

Functions :

There are four basic roles of management

- Planning
- Controlling
- Organizing
- Leading

Performing these functions effectively creates a competitive advantage which leads to achieving organizational goals



Kinds of Management :

Management has three kinds to it. It follows ;

1. Controversial management
2. Scientific management
3. Systematic management

Controversial Management :

It is the type of management that has done either by mistake or trial. Therefore, it has no sequence and nit arranged. It depends on human imaginations more than actual reality or facta.

Systematic management :

It is the kind of go with the flow type of management. It is following the old rules as before. It is also known as initiative or historical management.

Scientific management :

This could be said as the best kind of management as it follows basic management principles and guidelines while managing activities. This was proposed by Frederick Taylor since 1885, who is known as the father of management.

Media Management :

During the last 20 years digitization and Internet changed the fundamentals of media industry. Today content is everywhere, content is free and everybody can be a content creator. This has profoundly changed how people i. e. readers, customers, viewers and listeners how they use and rely on Media.

The media environment can be characterized by increased competition, and a massive supply of content. It has been argued that content is king, is no longer valued. It has been proposed that attention has shifted from what of the content to the how of the delivery, branding and customer relationship.

The term management in media is not much different it follows same rules and guidelines since media is a business too.

The most generally definition of management depends on 5 key words that is ;

- Directing
- Controlling staffing
- Controlling
- Planning
- Organizing

Directing :

The term is used for kind of leading and influencing which plays a key role in management.

Planning :

When it comes to the management one has to plan every thing that fits into that situation in order to achieve desired results.

Organizing :

This comes after planning, it is putting the plans into actions.

Staffing :

A part of management is to hire staff and distributing the tasks accordingly. Kind of giving the right job to the right person at the right time and right place.

Controlling :

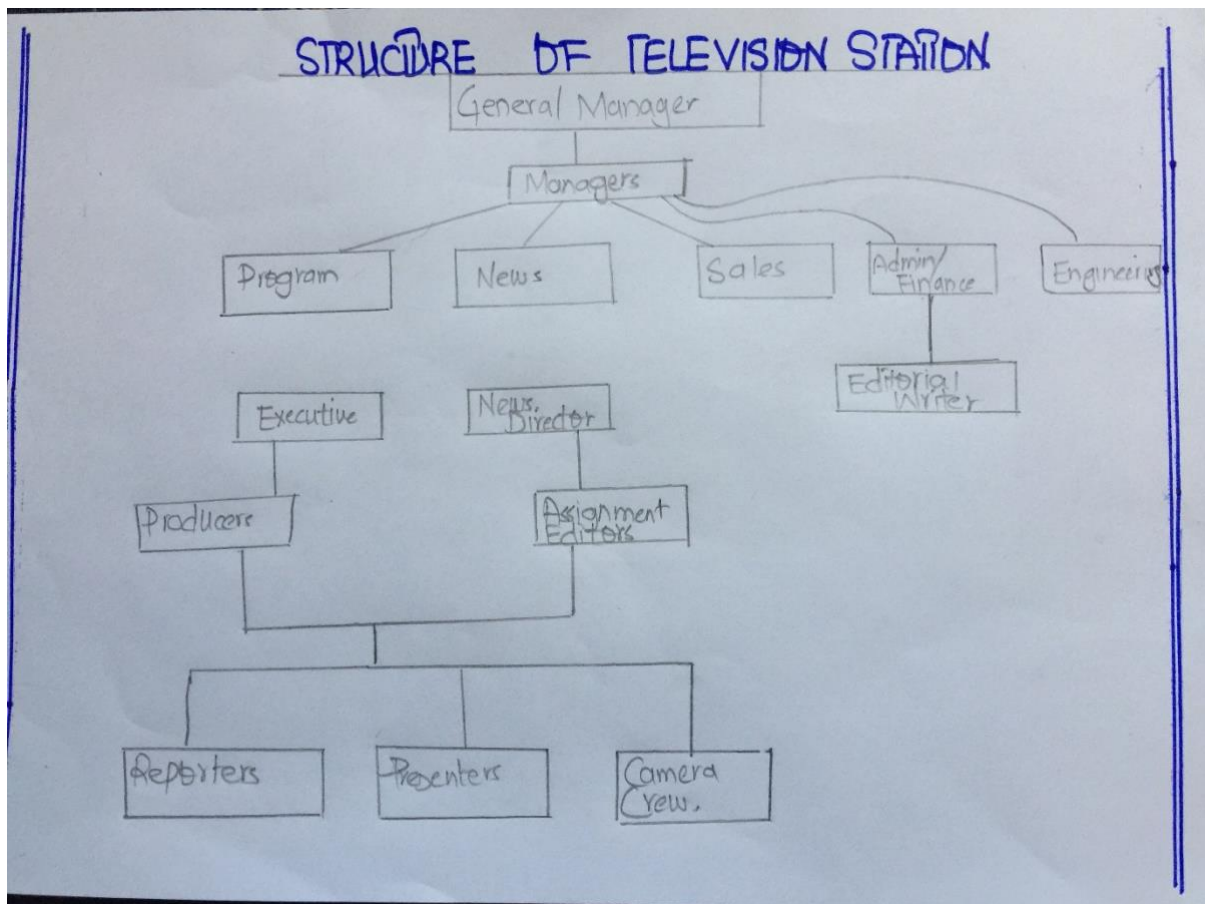
Controlling performance in order to achieve the specific goals. This is similar to the directing but however, both are different.

Controlling has 4 steps;

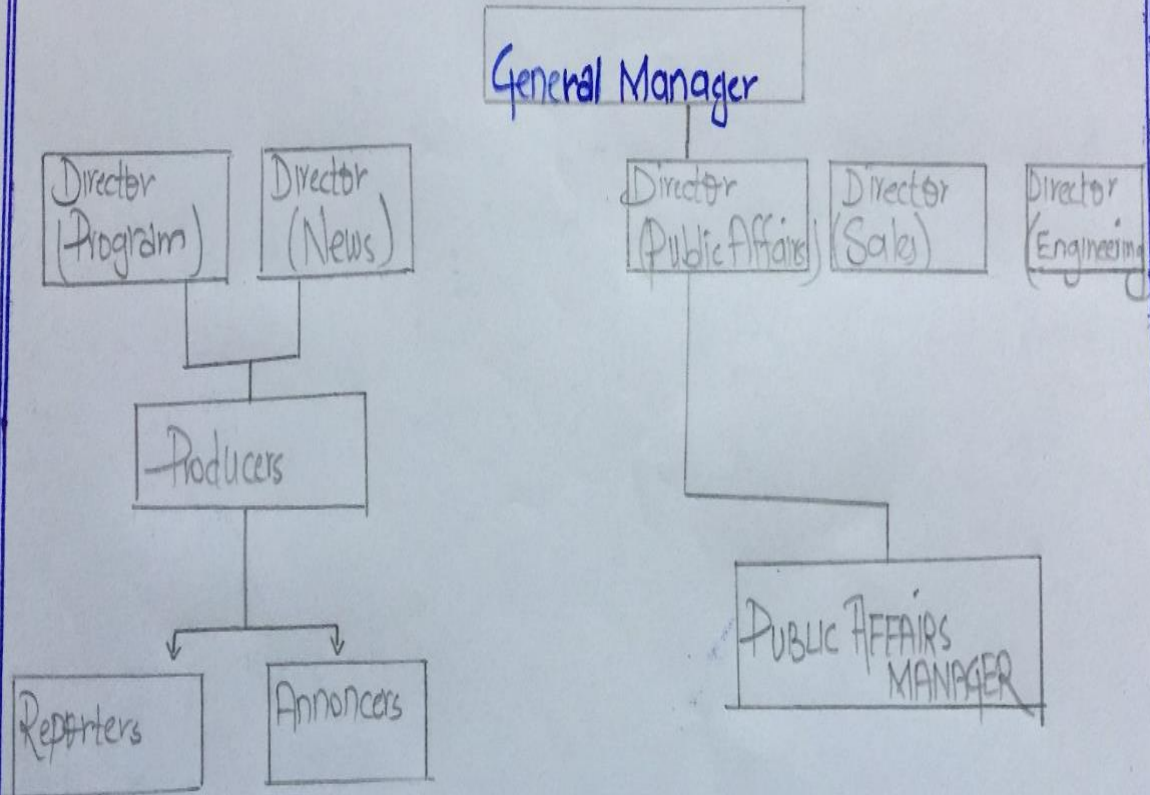
1. Establishing organizational standard of performance
2. Measurement of the performance
3. Comparison of the performance
4. Correcting the performance

Q : draw structure of radio Pakistan and PTV

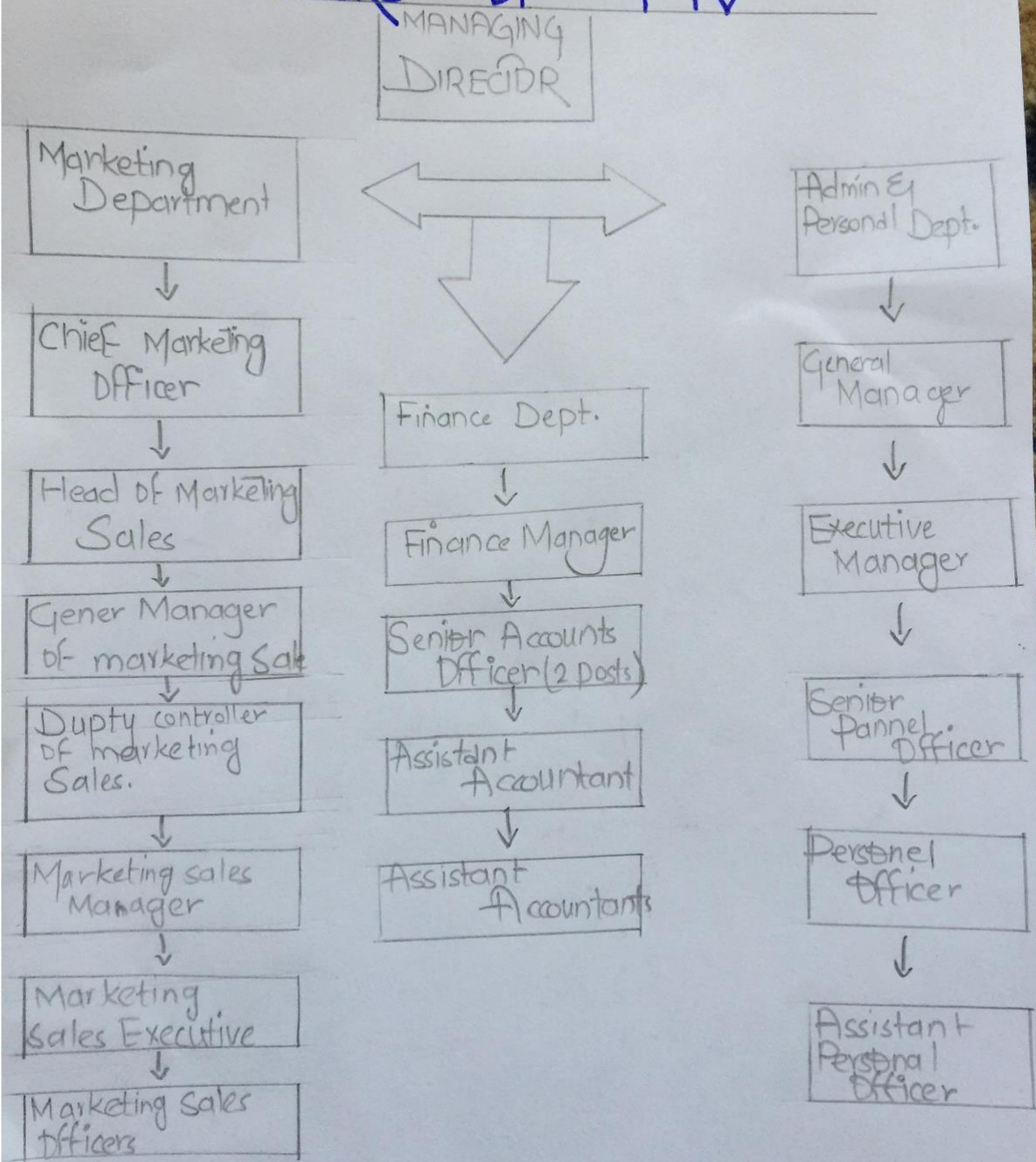
Answer :



STRUCTURE OF RADIO PAKISTAN



STRUCTURE OF PTV



End.