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**Name: UROOJ AFRIDI**

**ID: 14080**

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**Lecturer: Sir. Muhammad Saeed**

**Q1.Elaborate Paywall and discuss it types.**

**Introduction**

Paywalls are at the forefront of the content monetization efforts of every digital content publisher.Implementing a paywall for your business means you should, above all things, know your customers, their viewing habits and expectations.

When it comes to strategy implementation, if you haven’t used paywall before, we advise starting with a low risk model and then work towards building up and optimization. Customers’ viewing and browsing habits are changing as fast as technology, so content owners should try and keep up with the recent developments.

Back in the day things were really simple, at least for print journalism. The way to secure revenue and effective revenue projections was standard ads and solid subscription rates. However, since the digital era things became a lot more complex. Legacy media companies are left with no choice but to adapt to the new landscape.

Basically anyone with an Internet connection can spread information online creating abundance of information very often without any credible sources. This makes it difficult for quality content creators to maintain competitive advantage.

Making money on digital content is not always a spring breeze. There are many obstacles to pass like reduced CTRs or ad blocking. There is also the competition to outperform if you want to stay on top of the curve and enhance your revenue. It is exactly when paywalls kick in.

A paywall is pretty efficient way to restrict access to certain parts or the whole content thus allowing paid subscriptions. These way content providers are able to gain an extra source of profit – but how exactly does a paywall work?

Something important to be aware of is that paywalls determine the amount of access that both search engines and site visitors get to your content and the level of security that your premium content has.

**The Concept of a Paywall**

A paywall is a method of restricting access to content via a paid subscription. A paywall is a website feature that prevents a user’s access to content until they pay for the appropriate credentials. You may have come across paywalls when reading articles from news publications. Generally, a paywall pops up as a form that asks you to sign up or subscribe to continue reading. Most paywalls are designed to allow access to a small portion of content before a pop-up blocks the rest of the content in some way. This way you can draw people towards your content without being too restrictive. Of course, a paywall can also be implemented right away. This is more useful and applicable with video content.

Paywalls are becoming so popular that all the major newspaper giants have their very own paywall on the website. Even Wired announced its paywall earlier this year.

**Basic Browser**

It does not matter which browser your site visitors use to visit your website; it directs them in the same way. When a user clicks in a browser this action sends a message to the server which hosts the website or sites being used.

This message helps to determine who you are, using details of your computer. The server uses this information to work out where to route you to. Once a user accesses the page then applications like JavaScript and Flash begin to run. That is a very basic description of how a browser works that it’s useful to know to help you understand paywall technology.

**Types of Paywall**

Although there are several types of paywalls but typicall it has three types.

**1. Hard paywalls**

A hard paywall requires users to subscribe before they can view any content. To succeed with this model, you’ll need to provide highly valuable content a reader may not be able to find anywhere else.

Generally, this works best for websites that cater to a niche audience or are already leaders in that space. For example, the New York Times earned over 2.2 million paying subscribers through its paywall, according to data shared by Recode, because it’s one of the most well-known newspapers in the world.

Subscriptions, which prompt users to pay for unlimited access for the full length of their subscription, are a good example of the hard paywall model.

**2. Soft paywalls**

A soft paywall allows users to see some content but usually prevents access after they’ve reached a certain limit. This model is helpful because it gives you an opportunity to prove that your content is engaging, entertaining, or useful before asking users to pay , which can be useful if your site is not yet well-known.

An example of a soft paywall model would be metered or “free for a time” content, which allows users to view a certain number of pages or browse for a certain amount of time before asking for payment.

**3. Combination paywalls**

A combination paywall allows users to see some content for free all of the time while restricting more premium content to only paid users. This model can be useful for sites who want to be compensated for material that requires more resources, such as in-depth investigative pieces, research-rich reports, or informational e-course videos.

Pay-per-view sites, which allow users to pay to access only the premium pieces they want, are a good example of the combination paywall method.

**Conclusion**

Paywalls and subscriptions have benefits both for publishers and subscribers. For publishers, it means that they can generate income from their customer base without using ads. You have loyal visitors who pay you money. What’s more, annual subscriptions can bring more revenue than monthly advertising campaigns. The main concern with this monetization model is that you lose benefits of the advertising channel and have to think about how to attract visitors and turn them into customers. Companies usually choose soft and combination paywalls to achieve this goal, while more established ones are free to use hard paywalls.

**Q2. Write a detail note on Business model.**

**BUSINESS MODEL**

The term business model refers to a company's plan for making a profit. It identifies the products or services the business plans to sell, its identified target market, and any anticipated expenses. Business models are important for both new and established businesses. They help new; developing companies attract investment, recruit talent, and motivate management and staff. Established businesses should regularly update their business plans or they'll fail to anticipate trends and challenges ahead. Business plans help investors evaluate companies that interest them.

A Business Model is a conceptual structure that supports the viability of a product or company and explains how the company operates, makes money, and how it intends to achieve its goals. All the business processes and policies that a company adopts and follows are part of the business model. It describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts.

At its core, your business model is a description of how your business makes money. It’s an explanation of how you deliver value to your customers at an appropriate cost.

Keep in mind, though, that you don’t have to come up with a new business model to have an effective strategy. Instead, you could take an existing business model and offer it to different customers. For example, restaurants mostly operate on a standard business model but focus their strategy by targeting different kinds of customers.

**Types of Business Models**

There are as many types of business models as there are types of business. For instance, direct sales, franchising, advertising-based, and brick-and-mortar stores are all examples of traditional business models. There are hybrid models as well, such as businesses that combine internet retail with brick-and-mortar stores or with sporting organizations like the NBA.

Each business plan is unique within these broad categories. Consider the shaving industry. Gillette is happy to sell its Mach3 razor handle at cost or for a lower price in order to get steady customers for its more profitable razor blades. The business model rests on giving away the handle to get blade sales. This type of business model is actually called the razor-razorblade model, but it can apply to companies in any business that sells a product at a deep discount in order to supply a dependent good at a considerably higher price.

**Parts of Business Model**

In their simplest forms, business models can be broken into three parts:

* Everything it takes to make something: design, raw materials, manufacturing, labor, and so on.
* Everything it takes to sell that thing: marketing, distribution, delivering a service, and processing the sale.
* How and what the customer pays: pricing strategy, payment methods, payment timing, and so on.

As you can see, a business model is simply an exploration of what costs and expenses you have and how much you can charge for your product or service.

A successful business model just needs to collect more money from customers than it costs to make the product. This is your profit—simple as that.

New business models can refine and improve any of these three components. Maybe you can lower costs during design and manufacturing. Or, perhaps you can find more effective methods of marketing and sales. Or, maybe you can figure out an innovative way for customers to pay.

**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 organisational goals. It outlines how business should be carried out to reach the desired ends.

**Business Model Innovation**

Business model innovation is the art of enhancing advantage and value creation by making simultaneous and mutually supportive, changes both to an organization’s value proposition to customers and to its underlying operating model. At the value proposition level, these changes can be made to the choice of target segment, product or service offering, and revenue model. At the existing model level, the focus is on how to drive profitability, competitive advantage, and value creation through these decisions on how to deliver the value proposition:

* Where to play along the value chain.
* What cost model is needed to ensure attractive returns
* What organizational structure and capabilities are essential to success

**Importance of Business Model**

* It helps you, as an entrepreneur, to put aside the excitement and make a realistic evaluation of the potential success of your business idea.
* A proper business model helps you to figure out elements such as: Your business concept – what problem are you solving for whom; how you will create customer value; how your product or service will get to customers; how your business will stay competitive; and all revenue and costs you can anticipate.
* Taking your time creating your business model will ensure you don’t underestimate or overestimate anything.
* Once you’ve proven the feasibility of your new business or your business expansion plan on paper with a business model, you’re ready to write a more comprehensive business plan.
* Proper planning takes time and effort, but you’ll see the return on that investment when your great idea has become the great, successful small business you envisioned.

**Q3. Discuss types of Management along with functions and characteristics of media management.**

**Media Management**

Media management is a process or series of activities performed in order to achieve pre-determined goals. It is the practice of directing and controlling media related businesses and business functions. It is the combination of resources through the process of planning, organising, staffing, directing and controlling in order to achieve clearly stated objectives. The main aim of management is to achieve the organisational goals while using the organisational resources most effectively.

**Types**

Media management is further divided in three types;

**Conventional**

This is management by trial and error. It is intuitive and unsystematic. This type of management that depends upon human skill and thinking to achieve the organizational goals. It tends to be subjective, non-statistical, emotional, commonsensical and behavioral. Although many organisational problems may be solved with this method, it is time consuming. There are very less or no chances of growth.

Example: it can include any idea that is started by chance without proper ways and rules being followed.

**Systematic**

This type of management is also called historical or initiative management. It means doing something because it has always been done that way. It is following the footsteps of already existing ideas that are experienced and implemented in a successful way.

Example: Family

**Scientific Management**

This is the use of scientific principles and techniques in managing organisational activities. It is statistical, empirical, analytical, researchable and quantifiable. This type of management is data-based. It identifies problems and objectives, assembles and analyses all need factors to solve the problem and draws logical conclusion at the end. It was first tested in 1885 by Fredrick Taylor who later became known as the father of scientific management.

**Functions of Media Management**

Henry Fayol, the father of principles of management, has classified managerial functions as follows:

(a) Planning, including forecasting, (b) Organising, (c) Commanding, (d) Coordinating, and (e) Controlling.

Gulick and Urwiik have classified management functions into seven. They coined the word ‘PODSCORB’ to describe the functions of management.Each letter of this word denotes the initial letter of management functions, namely- (a) Planning, (b) Organising, (c) Directing, (d) Staffing, (e) Coordinating, (f) Reporting, and (g) Budgeting.

Koontz and O’Donnell have classified management functions into five. They have stated that “the most useful method of classifying managerial functions is to group them around the activities of planning, organising, staffing, directing, and controlling.” Thus, according to them, there are five functions of management.

Management performs the following functions:

**Planning:** This is commonly referred to as the basic management function. It has to do with the preparation for the future operations of a business activity. It precedes every other management function. Planning is concerned with the determination of the objectives to be achieved and the course of action to be followed to achieve them. Before starting any action, one has to decide how the work will be performed and where and how it has to be performed. Thus, planning implies decision-making as to what is to be done, how it is to be done, when it is to be done and by whom it is to done. Planning helps in achieving the objectives efficiently and effectively.

**Organising:** Organising may be considered as preparation for putting plans into action. It is the process of bringing together both physical, financial and human resources and developing productive relationship amongst them for the purpose of attaining organisational goals and objectives. Organising as a management function involves:

* Determining and defining the activities involved in achieving the objectives laid down by the management;
* Grouping the activities in a logical pattern.
* Assigning the activities to specific positions and people; and
* Delegating authority to their positions and people so as to enable them to perform the activities assigned to them.

**Staffing:** Every enterprise is very much concerned with the quality of its people, especially its managers. The staffing function is concerned with this aspect of management. According to Harold Koontz and Cyril O’ Donell, “the managerial function of staffing involves manning the organisational structure through proper and effective selection, appraisal and development of personnel to fill the roles designed into the structure.”  
Thus, the staffing functions involve:

* Proper selection of candidates for positions;
* Proper remuneration;
* Proper training and development so as to enable them to discharge their organisational functions effectively; and
* Proper evaluation of personnel.

Staffing function is performed by every manager of the enterprise as he is actively associated with the recruitment, selection, training and appraisal of his subordinates.

**Directing:** Directing is one of the important functions of management and is the art and process of getting things done. While other functions like planning, organising and staffing are merely preparations for doing the work, the directing function actually starts the work. Director must ensure that subordinates understand clearly what they are expected to do in each situation.

**Directing consists of the following four sub-functions:**

a. Communication or issuing of orders and instructions to subordinates. A manager has to instruct the subordinates what to do, how to do it and when to do it.

b. Guiding, energising and leading the subordinates to perform the work systematically and also building up among workers confidence and zeal in the work to be performed.

c. Inspiring the subordinates to do work with interest and enthusiasm for the accomplishment of the enterprise’s objectives.

d. Exercising supervision over the subordinates to ensure that the work done by them is in conformity with the objectives that are determined.

**Controlling**: Controlling is related to all other management functions. It is concerned with seeing whether the activities have been or being performed in conformity with the plans. Koontz and O’Donnell have defined controlling “as the measurement and correction of the performance of activities of subordinates in order to make sure that enterprise’s objectives and the plans devised to attain them are being accomplished.”

**Thus, controlling involves the following sub-functions:**

(a) Determination of standards for measuring work performance.

(b) Measurement of actual performance.

(c) Comparing actual performance with the standards.

(d) Finding variances between the two and reasons for variances.

(e) Taking corrective actions to ensure attainment of objectives.

For control to be effective and fruitful, it must be based on a plan; there must be measurement of actual performance to ascertain deviations and to take action to remedy the deviations.

**Characteristics of Media Management**

Following are some of the characteristics of media management;

**1. Management is goal oriented process:**

Management always aims at achieving the organisational objectives.

**2. Management is Pervasive:**

Management is a universal phenomenon. The use of management is not restricted to business firms only it is applicable in profit-making, non-profit-making, business or non-business organizations; even a hospital, school, club and house has to be managed properly. Concept of management is used in the whole world

**3. Management is Multidimensional:**

Management does not mean one single activity but it includes three main activities that is management of work, people and operations.

**4. Management is a continuous process:**

Management is a continuous or never ending function. All the functions of management are performed continuously, for example planning, organising, staffing, directing and controlling are performed by all the managers all the time. Sometimes, they are doing planning, then staffing or organising etc. Managers perform ongoing series of functions continuously in the organization.

**5. Management is a group activity:**

Management always refers to a group of people involved in managerial activities. The management functions cannot be performed in isolation. Each individual performs his/her role at his/her status and department, and then only management function can be executed.

**6. Management is a dynamic function:**

Management has to make changes in goal, objectives and other activities according to changes taking place in the environment. The external environment such as social, economic, technical and political environment has great influence over the management.

**7. Management is universal:**

It is very popular and is performed all over the world.

**Q4. Define Niche Marketing and what are the benefits of Niche Marketing?**

**NICHE MARKETING**

Niche marketing is defined as channeling all marketing efforts towards one well-defined segment of the population. There is one important thing to understand that ‘niche’ does not exist, but is created by smart marketing techniques and identifying what the customer wants.

A niche market is the subset of the market on which a specific product is focused. The market niche defines the product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that it is intended to target. It is also a small market segment.

**Explanation:** Niche marketing is a marketing tactic deployed to target a specific market segment which is unique. Niche market is often created by identifying what a customer wants and this can be done if the company knows what the customer needs and then tries to deliver a better solution to a problem which was not presented by other firms. A niche market does not mean a small market, but it involves specific target audience with a specialized offering. By doing so, the company becomes a market leader and it becomes possible for other firms to enter that particular segment. For example, there are various cinema halls across Pakistan, but there are few which have recliner seats to offer. Not everybody wants to watch a movie by paying 5x-6x times the cost of a normal ticket. Hence, the target audience is very different and the hall is also only open at places where the company feels that it would be able to tap into target audience especially in posh areas.

**Niche Marketing Strategy**

Niche marketing strategy involves specializing in a particular field rather than being multi-dimensional with a variety. Such strategy helps you to expertise in one area and focus on much concentrated market so as to stand out. You may provide other products or services, and you may serve a broader audience, but specializing in one area helps you to distinguish your business.

The size of a business’s niche relative to its target audience can vary. Some niches make up the entire target audience, while others make up a small percentage. Depending upon the size of the niche, a niche strategy may consist of any of the following:Marketing only to your niche, marketing to both your niche and your larger target audience, refining your content slightly more for the niche and marketing to your target audience from the standpoint of your niche.

if you have a small niche, be careful not to pigeonhole your marketing. If your niche is just a part of your target audience, make sure your efforts on your niche are boosting, and not detracting from your efforts on your target audience. This is one of many important considerations to make when forming a niche market strategy.

**Benefits of Niche Marketing**

Niche marketing isn’t for every business, but if you have the opportunity to cater your business toward a niche, there are many benefits to be had.

**1. Enhanced Customer Relationships**

The another benefit is the strong relationship with the customers because of the fact that the company operates in a small segment, the relationship between the company and the brand becomes stronger which is also a key to customer loyalty. Niche marketing targets a very specific kind of customer, so depending on what you’re promoting, your niche market may be very small. For example, if you are an interior designer, there are only so many people who are looking for some very amazing designs for their offices and house.

A small customer base has its benefits. When you are engaging with fewer people, you can focus on the quality of those engagements and on nurturing your relationships. You have a chance get to know your customers on a more individual level by personally approaching them. Each of these practices will enable you to better serve your customers, further enhancing your relationship with them and solidifying their loyalty to you.

**2. Reduced Competition**

When you have a highly specific product or service, there will be less companies out there with the exact same offering. For example, there are millions of companies out there that sell knives. There are fewer companies that sell knives with handmade wooden handles, and yet fewer that offer customized knives with your initials on them. The more specific your product or service, the less companies there will be to compete with you for customers, and the harder it is for them to duplicate your strategies. While it’s important for companies to have competitors, reduced competition is not necessarily a bad thing. The less competitors you have, the less you have to worry about monitoring prices and keeping tabs on what they’re up to.At the same time, the more specific the product is, the less people there will be that are looking for it.

**3. Increased Visibility**

Increased visibility is a benefit of niche marketing that not only leads to more customers but can also improve your online presence.Businesses that serve a niche market tend to be unique, such as a cleaning company that uses all natural cleaning products, a gluten-free bakery, or landscaper that creates interesting mowing patterns. Businesses with a unique product or service tend to stand out, and often get featured in media outlets such as talk shows, radio stations, or newspapers.The more people who know about your business, the more people there are to recommend your business to a friend who fits your niche market.

**4. Word of Mouth Growth**

Another benefit of niche marketing is that it is very word-of-mouth-friendly. People in a niche tend to be in frequent contact with others in that niche, which means more opportunities to get the word out about your business. For example, people who love art are more often to be seen together in an art gallery exhibition and painting stores. If you are an artist then your current customers can be your marketers also. The better you serve them, the more likely they are to recommend, and maybe even rave about, your services to their many fellow art lovers.

**5. Honed Expertise**

Niche marketing requires more concentrated practice in one area, so it can really fine tune your expertise in a shorter time period. The benefit of niche marketing is that it enables you to become an expert or thought leader in your niche.When it comes to legal, financial, or health services, people want the business that has the most knowledge and experience in their area of concern.

When you are an expert at something, not only do you obtain more customer trust, you also gain more brand recognition. People may learn about your business because of a specialty you provide, even if they’re looking for a different service you provide.

**6. Less Resources**

One important part of effective digital marketing is identifying and understanding your audience, which requires an investment of time and money on data and analytics tools. The benefit of niche marketing is that because you are confined to a specific person and a specific need, less focus is required on digging into your data to understand and keep up with their needs. You will also be doing less trial and error with your methods, which also can be resource-heavy.

Another cost effective benefit of niche marketing comes from audience segmentation. Businesses with a broad audience will have various segments within that audience. Successful content, ads, and communication channels will look different for each segment, and catering your methods to each segment requires more effort and bandwidth. 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.

**7. More Fun**

Businesses don’t always pick their niche and pursue it. Oftentimes, they accidentally find their niche in the process of serving their target audience. A photographer whose target audience is people (as opposed to landscapes or animals) may find that she is especially good at capturing candids of children. A landscaper might find that he particularly enjoys jobs in senior citizen communities. The benefit of niche marketing is that since your niche arises from your interests, passions, or special abilities, you are doing more of what you love.

Whether your business serves only your niche, or a niche among other audiences, the purpose of niche marketing is the same. You want to find a small pond in which you can be a big fish. If you compete for everything, you’re going to win at nothing. However, if you pick one area to concentrate on, you can focus your efforts and stand out in your market

**Risks and Limitations**

The risk and limitation of a single segment strategy is that the seller all its eggs in one basket. If the market potential of that single segment declines , the seller can suffer considerably. Also, a seller with a strong name and reputation in one segment may find it very difficult to expand in another segment. For example, general motors decided to eliminate the Oldsmobile brand when it was unable to attract a younger segment of the car buying market.

**Examples**

Companies like Rolls-Royce and Ferrari continue to concentrate on their original single segment and promote their niche marketing.

**Conclusion:** There are various advantages of niche marketing. One of the benefits of niche market is that there is no or little competition under that segment. The company is virtually the market leader and enjoys price monopoly. Niche businesses are often high margin business. Customers do not mind paying a little extra because, they are only able to get that service in that company or under its brand.

The 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. Rather than blend in with the many other brands that offer the same type of product or service, a brand can use niche marketing to stand out, appear more valuable, reach its growth potential, and build a stronger, longer-lasting connection with its ideal audience.

**Q5. Draw structure of PTV and Radio Pakistan in Block Diagram.**

**Organizational Structure of PTV**

MANAGING DIRECTOR/

GENERAL MANAGER

Engineering

Admin Finance

Sales

Program

News

Editorial Writer

Executive

News Director

Assignment Editor

Producers

Anchors

Camera Crew

Reporters

**Organizational Structure of Radio Pakistan**

MINISTER OF INFORMATION & MEDIA

Director General

Director Program

Director News

Director Public Affairs

Director Finance

Director Engineer

Producers

Public Affairs Manager

Announcers

Reporters