

Department of Media Studies and Mass Communication

Mid Semester Assignment

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

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Note: Attempt all questions.

Q.#	Parts	Questions	Marks
1.	A	Discuss: Management could be professed from a number of perspectives. Or Discuss: Collaboration as a strategy is now more relevant than competition?	10
2.	A	Discuss in detail Developing Strategies for New Revenue Sources in Media Companies.	10
3.	A	What is the difference between a business plan and a business model? Answer must not be less than 1000 words.	10

Q1# Collaboration as a strategy is now more relevant than competition?

Ans: Collaboration is the action of working with someone to produce something.

Competition is the activity or condition of striving to gain or win something by defeating or establishing superiority over others.

So as both definitions suggest, one is focusing on working together and win, and other is working against each other and win.

At past time when technology was not developed very well so everyone was trying to present the best they can in minimum resources they have available at the time, so as everyone was trying hard the importance was competition was high, because the right person needed to be rewarded as needed, hence everyone was trying to give best output to take reward for it accordingly, plus to focus on developing the quality of there output to as much extent they can.

But in current environment where the technology in kept advancing at day by day, so we have reached to a level where we have to stop competing on high level and work as one by collaborating with others, because when you work in collaborated environment so you share your resources but also you get the resources of your partners so it's a kind of win win situation, you both are into.

Benefits of collaboration: the following are the common benefits of collaboration.

- Technology sharing:
when you work in a joint environment, you get to use your partners resources and you share your side technological support with him. So both are benefitting.
- Collaboration as a YouTube creator:
YouTube creator studio recommends new YouTube content creators that they should try to arrange Collab videos for the fast promotion of there channel. By Collab it is meant that when you arrange a meeting with a big youtuber, so you get to be seen by the audience of that big youtuber, and it is most likely that his fans or we can say subscribers would most likely be to pay a visit to your channel and if they like your content, then they should consider a sub automatically, because now they know you and like you so....
- Reduction in advertisement cost:
When big companies Collab with each other so they don't need to launch separate adverts for every single product but instead they can make one advert and present every product in presentable way inside it.
- Sharing of ideas:
Employee's of both parties get to know each other and asses the skill set they have, learn each others strengths and weakness, try to solve problems at twice the rate, divide each others work time, etc.....
- And expanding of market shares.

And that is why collaboration is important.

Q2# Discuss in detail Developing Strategies for New Revenue Sources in Media Companies?

Ans: Media companies need new avenues that aren't solely focused on advertising to make money.

The media industry is undergoing a fundamental shift: business models, audiences and revenue sources aren't what they used to be, and media brands will need to innovate in order to survive and thrive.

Today, the most urgent discussions in publishing circles revolve around revenue diversification. Both b-to-b and b-to-c publishers striving to take their businesses profitably into the future must start investing in new and innovative real estate. This will help them preserve what matters most: the high-quality journalism that is at the center of their ethos.

Under normal condition a media company is run by advertisement, but with the introduction of internet the game has changed up to a high degree, like for example, in past the radio, newspaper, and tv medium was popular, and up to a short range other media sources like movie packed in cd with advertisements placed in etc...., Now the common issue with that for an advertiser was that how to advertise there product or content which have the most impact on the audience for which the product or content is built in the first place, so it was like a condition of luck that how much amount of right audience will receive the advertisement.

But with new digital media, Now the product advertisers have an extremely precise number of not reaching there product to specific type of audience. Now you might ask how? So that is because:

- Almost all kinds of people can be found on digital media platforms from around the world.
- Digital media servers build psychological profile against users, under which they collect age, gender, interest, usage time on specific application or platform, what kind of search you perform on internet, what is your like dislike, (and in most precise manner the facebook reactions which are thumbs up or like, heart, wow, sad, angry etc.. though they are introduce as provide a more humanizing experience to users but in reality they are profiling tools), how often do you use your devices, what areas do you visits and carry your device or phone with yourself, cell phones tower id's, temperature sensor data, altimeter in some phones, steps counter, your internet service provider ip addresses etc., every message you send to your friend or receive etc. and rest possible terms.
- All of these provide an extensive amount of information of a person ware abouts, so when someone who wants to advertise some product or contents and he is aware of this technology so why he should invest in Radio, newspaper and tv when other entity is providing it the same kind of service in relatively low price.

So now back to point where we have to think for alternative revenue sources, so

- Invest on staff: first of all the most important step is to investor on there staff and increase the productivity up to a limit which is of greater quality and audience love to watch it and audience retention is increased.
- No compromise: never compromise on quality of information which you provide and always thrive for more to keep your audience attached.
- Arranging of events: You might have seen the tv show "jeeto Pakistan" on ARY digital, in which they do advertisement of products in reality but in a little different way then normal, like they are keep entertaining the audience but the audience also receiving information about products, so now that is great example of alternate revenue sources, and there

audience retention rate is also very high, and advertisers love to invest in them because there environment to too much advertisers friendly.

- Paid subscriptions: Now in the game changing era, you cannot ignore the possibilities of paid subscriptions, in which examples are Netflix, Amazon, Hulu etc..., and Dish tv, in which audience has to pay for monthly bases to run the service and watch the contents, so even if the dish tv channels don't run adverts they still wont be in trouble for revenue.
 - Moving to paid subscriptions: a lot of entertainment channel networks have launched there own online services like for example HotStar, which is based on star network of india, and all of the star channels like star plus, sports, gold, movies, Utsav etc... have posted there contents on the HotStar platform where if audience is interested they will subscribe for it on monthly or early base and will get there desired content on that platform, plus the star network don't need to worry about reliance on adverts for there services.
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Q3# What is the difference between a business plan and a business model?

Answer:

Business plan: Plan is much more detailed. It presents the strategies that will be used to implement the model, the resources needed including people and capital, and has detailed projections of the hoped for results from implementing the model.

Also, A business plan is a detailed document that contains sections such as: Marketing Plan, Startup Expenses and Capitalization, Management and Organization, Products and Services, and Operational Plan.

A business plan is usually developed around the answers to three common questions:

- Where are we now?
- Where do we want to be?
- How are we going to get there?

And is usually written for one or more of these five reasons:

- To test the feasibility of your business idea and work out any bugs on paper first.
- To develop strategies ahead of time for marketing, finance, operation and human resources, instead of when you're in the fast-paced start-up stage.
- To get funding, such as a bank loan.
- To attract investors.
- To have a roadmap to follow for at least the first year in business.

4 items in a plan:

1. **What is an operations plan?**
Typically entail manufacturing and production information, facilities, inventory, distribution and maintenance/service.
2. **What is a financial plan?**
Discusses required funding, cash-flow projections, income and balance sheet statements, scenario/ sensitivity analysis.
3. **What's in a project management plan?**
Team experience/skills, staff hiring requirements/plans, organizational

structure and key project milestones.

4. What's in a marketing plan?

Marketing strategy, marketing channels, marketing budget, marketing milestones and marketing working structure.

Business model is part of business plan.

Business model: In theory and practice, the term business model is used for a broad range of informal and formal descriptions to represent core aspects of a business, including purpose, business process, target customers, offerings, strategies, infrastructure, organizational structures, sourcing, trading practices, and operational processes and policies including culture.

- It describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts.
- 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.

Every business model has 3 parts:

1. Designing and manufacturing the product.
2. Finding the right customers to distributing and selling the product.
3. Why the customer will pay and how the company will make money from it.

The business model is a means of translating the value proposition into the potential for rapid revenue growth and profitability.

All companies strive to provide value to their customers. The stronger this value proposition, particularly when compared to that of competitors, the more likely it is large numbers of customers will purchase from the company. And that is all happens when your business model is effective enough.

business model has these elements:

- The business concept is given by the opportunity you attack. It usually has the ideal customer described, the added benefits that your product or service brings, the product or service and how you are going to get them to the end consumer.
- The value chain position refers to the activities that need to be done to get from you until the end-user.
- The customer value is an estimate of the benefits that your customers receive when they purchase your service or product.
- The revenue sources together with the cost drivers that are showing all the activities costs.
- The competitive advantage that shows the state when a customer is perceiving your products or services as better than the competition.

Why does your business need both a business plan and a model?

It's easy to come up with business ideas, but just because you build a company, that doesn't mean customers will come. A great deal of time and effort should be spent planning before your new company's products and services ever reach the market. You need a good foundation and planning before you invest all your time and money.

business plan and business models are subjects that any entrepreneur should consider and take the time to understand. They both help a business to grow. Using the right one means that your company can have a clearer process and better products and services.

Business Models Examples:

- Understanding what business models and business plans have in common means that we need to see some examples. Every company should have a document that shows how they are approaching customers and what real value that they bring. This is why seeing some business models can be a good thing in order to understand it better. See the business model strategy that can be used by different companies in the following.

business model of production:

- This is one of the simplest models. It relates to the idea that the company sales the products and the services it produces. The company must make enough sales in order to cover all its costs.

Advertising:

- This is another old business model that has been used for quite some time. The basis of this model focuses on creating content that people want to check and then displaying it in front of them.

Multilevel marketing:

- Recommendations are some of the most powerful sales performers. They work great with products that need recommendation in order to be sold. A business model based on commission (or distribution): The company becomes the middle man between a seller and a buyer. It works by getting a cut of every sale that it helps generate. This business model does not have many risks, so, therefore, it is also less profitable.

Interdependence:

- While it's true that a business plan and business model are two separate documents, the reality is that the business plan cannot live without the business model. While a business plan can describe the structure of a business's financial goals, the business model explains how the money will flow - from customer generation to marketing to sales, and finally, to customer retention. The business model must have room to grow and adapt. Consequently, if the business model changes, so must the business plan.

The Need to Adapt and Change:

- One of the most prominent examples of a business model changing is currently occurring in the computer software industry. About 10 years ago, the way to purchase software programs was to go to the store and buy a CD-ROM to download the application and license to your computer. Today, the advent of cloud-based subscription services makes it possible for customers to download software and renew licenses remotely over the internet.

This transition to the Software as a Service (SaaS) subscription model has caused many businesses to change their plans. Companies affected by this shift include computer companies that no longer need to build machines with CD-ROM drives in them and software companies that no longer need to make or sell software in physical form.

As a result, software companies have had to change their business plans, including costs and infrastructure costs for cloud storage and bandwidth, as well as maintain a cloud operations team 24 hours a day, seven days a week. These ongoing efforts can increase costs and reduce margins, but they're a necessary adaptation to changing customer needs and market technology with the new business model.
