

Market-based strategies in global tv

Business



“ I, the undersigned, hereby declare that this assignment is my own work. It has not been previously submitted for any other examination. ” List of Figures Page {text: bookmark-start} {text: bookmark-start} Executive Summary {text: bookmark-end} {text: bookmark-end} The television industry comprises establishments primarily engaged in broadcasting images together with sound.

These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public.

These establishments also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources. North America (US and Canada) The current state of Affairs in the US is that the US has long dominated international trade in television programming. In the US, TV broadcast by three main traditional channels (ABC, NBC and CBS).

These channels are available free across the airwaves.

The programmes are paid by advertising. The US market fragmentation produces new industry linkages due the launch of a large number of cables and satellite channels offering news, live sport, new films and specialist music to their subscribers. In fighting competition, the main traditional networks broadcasters developed links with the six leading film companies with the objective to sustain competitive advantage. In this case, sustainable advantage is strong when a company owns executive rights to popular films such as James Bond series.

To pursue the battle the film companies have also acquired the other enemy: cable and satellite channels. Europe (European Union) Asia-Pacific (China and India the largest) Summary Theoretical Approach In answering this case, I have chosen to use strategic management tools, Porter's Five Forces, Value Chain and Balanced Scorecard frameworks. These tools are linked and interact each other in a wide circle of business in context. Porter's Five Forces and Value Chain both help strategic managers to make decision on the basis of organizational external environment and internal analysis.