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subjects to



**ASSIGN  
BUSTER**

THE MEDIA INDUSTRY In this report, I will be covering many different subjects todo with the media industry. This will help anybody interested in careers for amedia sector. This report will contain information about different types of mediaownerships, as well as ethical issues involved in these. This is to fully giveyou knowledge of what is contained within the media industry. PRIVATE OWNERSHIP A privately-owned company is funded primarily through advertisement. For example, ITV is a private ownership and unlike BBC which is public servicecompany, they have adverts in between their broadcasts allowing them to makerevenue to continue funding more shows.

Another private owned company isYouTube, which is a video broadcasting website which allows content creators toupload and share their own videos to generate views, and eventually when havingenough of a following, money. The way that the content creators and YouTubemake their money is through ad-revenue, which they will gain when they haveearned a certain amount of ‘ subscribers’ and views. The way this is done isthrough a system called ‘ Monetisation’. When a video on YouTube is ‘ Monetised’, Adverts will be shown throughout the video allowing both the creator andYouTube to make money, so much money in fact that a lot of ‘ YouTubers’ havebeen able to use it as a full-time job. Having a privately-owned company canhave a lot of advantages, as some companies who want their products advertisedare willing to pay a lot of money to get it done. A disadvantage of privateownership is that what is produced might not be exactly what the audience want, whereas for companies such as the BBC, they research what the audience wantbefore producing a show, possible taking more of the audience’s interest.

Commercial broadcasting, also known as private broadcasting once again uses advertisement to fund their broadcasts. These can often be the case with Podcasts as it allows the public to create their own broadcasts and earn revenue from doing so. However, this would only be the case for large podcasts which would gain the interest of companies who would want to invest, smaller podcasts would be independently owned meaning they fund themselves without the help of advertising or the government.

**PUBLIC SERVICE MEDIA** A public service company is purely funded through the government, which everyone who uses a TV pays for with a 'TV License'. A public service company must listen to what the audience want. If the public complain, then they will have to make changes to give the consumers what they want, and if a show doesn't get many views, then it will be cancelled. One of the biggest examples of a public ownership is the BBC. The BBC is funded by the government purely to inform, educate and to entertain, giving the audience exactly what they want rather than what they want to create.

This is an advantage for the audience as the BBC do a lot of research into what the audience wants for all ages, genders, sexualities and religions. A disadvantage of this is that a lot of people don't want to have to pay for a TV license, and would much rather watch purely on demand, or sign up to other services such as Sky which doesn't only fund one channel. As well as TV, the BBC are also very well known for their radio stations which is very interactive with the audience and like on the TV, they are always making sure that they are playing what the audience want to hear. **MULTINATIONALS** A multinational company is a business which is distributed in multiple countries around the world. An example of a multinational TV company is Comcast, which is the

largest broadcasting and cable TV company in the world by revenue, and broadcasts to millions of homes all around the globe.

Most film companies are also multinational, this is to allow the creators of the film to gain the very most out of the movie and as well as that there is no reason for it not to be shared. This is especially the case as Hollywood, where most of the biggest films are created is only in one country. A reason for a movie not to be shared among a country is when the countries believe the movie will cause offence or is too explicit for their population.

For example, if a movie was to contain a Nazi symbol along with relative content, the movie would most likely be banned from being broadcasted in Germany. All this information is the same for Animations and Video games. They too are shared among all countries, as there is no reason not to be unless the country doesn't want it being distributed there. An example of a video game being banned in another country is the game 'Wolfenstein' a franchise about the protagonist who you play fighting the Nazis and is set in a world in which the Nazis won the first world war. This was banned in Germany for Nazi references.

CONGLOMERATE A media conglomerate is a large company who own several other smaller companies who distribute certain forms of media to consumers. Viacom is an example of a conglomerate company, they own multiple different television channels such as MTV, Nickelodeon, Global Entertainment Group, CMT, Comedy Central, BET Networks, Logo TV and many more. DIVERSIFICATION Diversification in the media is when a company decides to branch out into different media sectors, for example a company

does television broadcasting branching out in to radio broadcasting or internet streaming, this is diversification as the company is diversifying what they do, creating a more diverse company.

An example of a company which has diversified is most newspaper companies such as the Guardian Media Group which originally developed newspapers but has since started producing online new content and created radio stations on which they can share some of the stories and events covered in their newspaper but in a much faster time frame. Film companies can also be multinational, however on a slightly smaller scale, for example they can create lots of completely different types of movies, and the same goes for animation businesses. **VERTICAL INTEGRATION** Vertical integration is when a media company (conglomerates) owns several companies at different stages of production.

Warner Bros is owned by Time Warner, which is a huge multinational media conglomerate. Harry Potter, a huge movie franchise, is a good example of how Warner Bros has used vertical integration to increase the potential earnings from productions. Harry Potter and the Deathly Hallows: Part Two was created by Warner Bros pictures, in association with Heyday Films.

It was then distributed by Warner Bros Distribution. **HORIZONTAL INTEGRATION** Horizontal integration describes the merging of two or more companies at the same point in the production process in the same or different business. If the products offered by the companies are the same or similar, it is a merger of competitors. **ETHICAL ISSUES** In the media industry,

for all sectors, there is always forms of ethical issues that must be worked around. These include offensive content, racism, sexism etc. Ethical issues aren't bad in a legal way, it is not illegal to distribute a piece of work whether it be a film or game or a book that contains potentially offensive content. However, it can affect the creator of this product or the popularity of the work. One example is with YouTube, when it had first become popular years ago, any ethical issues were expectable, but now, content creators are being affected as if their content does contain stuff that is not appropriate to some audiences, then it will be what is called 'demonetised'.

When a video is demonetised, the creator cannot gain any money from the video, and no advertisements will be contained within it. Television is similar. If a program contains graphic or offensive content that may cause offence, other companies may not want their products being advertised or not want to sponsor the program. Another issue often involved in TV shows such as documentaries or news reports are privacy.

Often, a show will show something or tell something that may be private or personal information about someone, something they may not have wanted the world to know. If this does happen, the subject of the leaked information can sue as they did not give permission for it to be broadcasted and this can often bring down a show's reputation. For radio, copyright is often a large ethical issue. This is because some artists may not want their music broadcasted. It is believed that kids watching violent action movies can be brainwashed by them into committing crime themselves and hurting or bullying others. This can often be a big issue as it is sometimes the parents

first thought when their child acts in a violent way a large percentage of children watch extremely violent films.

These movies tend to leave psychological scars on a child. Child-based movies and cartoons do influence the thinking and behaviours of millions of 21st century children. For video games, the impact it is thought to have on children is also a very large problem, parents and other adults believe that the mass amount of violence in video games is affecting children and causing more bullying and other forms of violence. Another ethical issue in video games is when a game has too much explicit or offensive content, this can cause people to dislike the game or possibly have a biased opinion on any other games by that company.