

Introduction media companies. normally, we can describe

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Introduction For overall, entertainment industry is a group of sub-industries who are involving in provide the entertainment.

Entertainment industry is normally used to construct about allocate and product of mass media entertainment which is done by mass media companies. Normally, we can describe the entertainment industry into a numerous field like the field of film, the field of music, and the field of live entertainment. Definition Media and entertainment (M&E) is the entertainment that involve in media which is also can define as one of the most common entertainment that usually people will do when they are having their free time. Media and entertainment industry (M&E) consists of a different type of field.

As example, the film entertainment which is include the television programmes, movies and videos, radio shows, video games and also the newspapers, the music entertainment, the game entertainment and others. For the information, the M&E is also one of the most valuable entertainment to improve the economy of a country. We can confirm based on the research from the International Trade Administration's Industry & Analysis Unit (I)(2017). From the research we can find out that the market of the M industry in United States of America (U. S.) in 2016 is already more than 712 billion U. S. dollars (which is around RM 2800 billion).

Besides that for the China, its market is more than 190 billion U. S. dollar and for Japan is already more than 157 billion U. S. dollar in 2016 (which is around RM 700 billion and RM 600 billion for China and Japan). For this assignment, we are going to discuss some of the class in the media and entertainment.

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Cause1-Tourism Travelling sometimes can be tiring but besides the tiredness, travelling can bring you happiness because of the change in environment that can be relaxing to a person's mental as well as physical. Some people see travelling as a hobby where they make travelling regularly even in their busy schedule.

Whenever there is a topic of travelling, tourism plays a vital part which is a factor of a country's economy. Tourism is where people travel long distance away from their normal daily life scenery of work, work, and work-for purpose such as vacation, business and many other reasons. Tourism can be divided into three main categories that are outbound tourism, inbound tourism and domestic tourism. When people travel away from their territory or country are called outbound tourism for example when we travel from Malaysia to any other country such as China or British while people from all over the world visiting our country is called inbound tourism. Example of inbound tourism is people from countries such as France, Brazil and Spain visiting our country Malaysia.

The third tourism category which is domestic tourism is the activity of travelling within the country such as travelling from Kuala Lumpur to Malacca. Tourism is one of the largest growing sectors that contribute to a country's economic growth. The main aspect that contributes to the development of tourism is world heritage sites which is a key attraction in time of summer vacations and holidays. There are many places listed under world heritage spots. Examples of such spots are Giza of Egypt, History City of Ayutthaya in Thailand and Straits of Malacca in Malaysia to name a few.

World heritage sites are filled with natures, cultures and arts of ancient people.

Culture, heritage and the arts enrich and address the tourist destinations (Weiler and Hall, 2017). According to Hollinshead (2017), the rapidly developing section of the tourism industry is cultural heritage tourism. This is most probably due to today's people's interest toward historical culture loving and adventure seeking expectations.

Therefore, we can say tourism is a sector that will continue its growth in the future. Cause 2- Music Music is an art that travels through ages and is passed down to many generations that last long until today. Music does not need language understanding. It breaks the barrier of difference in the aspect of country, language and culture and gives its sweet feast to our ears. Music has the ability to heal and mend a broken soul. A good example that shows music does not need language understanding is where a worldwide famous pianist Yiruma is a Korean who composed a music called 'River flows in you' can be heard mostly everywhere. Not just that, Korean pop songs also known as K-Pop songs are trending all over the world even though most of the people does not even understand the language.

Live concerts are one way to promote the music industry that upgrade the country's economy. Music performance that could be done by musicians single or as a band in various settings such as concert halls, arena and stadiums are called live concerts. Cause 3- Video Games According to Chikhani (2015) The video game hike caused by Space Invaders saw a huge number of new companies and consoles pop up.

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In 1983 in North America, too many gaming consoles, and too few interesting, engaging new games to play on them led to video games crashes that led to huge losses, and truckloads of unpopular, poor-quality titles buried in the desert just to get rid of them. Change was necessary for the gaming industry at that time. Approximately at the same time, consoles started getting bad press, home computers like the Commodore Vic-20, the Commodore 64 and the Apple II started to grow in popularity. These new home computer systems were in prices to be bought by an average American, selling price starts from around \$300 in the early 1980s (around \$860 in today's money), and were advertised as the "sensible" option for the whole family. These home computers had much more better performing processors than the previous generation of consoles that opened a new way to a new level of gaming, with more complexity and less linear games.

They also offered the technology needed for gamers to create their own games with BASIC code. Even Bill Gates designed a game, called Donkey (similar to Subway Surfers like games that involved dodging donkeys on a highway while driving a car). Interestingly, the game was brought back from the dead as an iOS app back in 2012. Even when the game was distinguished at the time as "ungainly and dumbfound" by rivals at Apple, Gates included the game to motivate users to create their own games and programs using the integrated BASIC code program. Magazines such as Computer and Video Games and Gaming World provided BASIC source code for games and utility programs, which could be typed into early PCs. Games, programs and readers' code submissions were accepted and shared. In addition to giving opportunity, the stage for more people to create their own game using

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code, early computers also created the path for multiplayer gaming, a key milestone for the evolution of the gaming industry. In early 1980's, computers such as the Macintosh, and other consoles for an example Atari ST, allowed users to inter-connect their devices with other players.

In 1987, *MidiMaze* was released on the Atari ST and included a function where maximum 16 consoles could be joined by connecting one computer's MIDI-OUT port to the next computer's MIDI-IN port. While many users reported that more than four players at a time slowed the game dramatically and made it unstable, this was the first step toward the idea of a death match, which exploded in popularity with the release of *Doom* in 1993 and is one of the most popular types of games today. Multiplayer gaming over networks really took off with the release of *Pathway to Darkness* in 1993, and the "LAN Party" was born. LAN gaming grew more popular with the release of *Marathon* on the Macintosh in 1994 and especially after first-person multiplayer shooter *Quake* hit stores in 1996. By this point, the release of Windows 95 and affordable Ethernet cards brought networking to the Windows PC, further expanding the popularity of multiplayer LAN games. The real revolution in gaming came when LAN networks, and the Internet, spread the multiplayer gaming. Multiplayer gaming took the gaming industry to a higher level because it allowed fans without distance barrier to compete and interact among themselves through computers, which improved the social aspect of gaming.

This key step set the stage for the large-scale interactive gaming that modern gamers currently enjoy. On April 30, 1993, CERN put the World Wide

Websoftware in the public domain, but it would be years before the Internet was powerful enough to accommodate gaming as we know it today, online gaming. Cause 4- Film Entertainment The film entertainment is one of the segment of the media entertainment. Although like this, the film entertainment industry also carries an important place in the process of upgrading the country's economy.

The cause for the film entertainment industry is important in bringing up the economy of country is it is one of the easiest entertainment for people to enjoy about it compare to others. Yes, it is very easily to access. We just need a television and switch on it to watch, that is all because watching a TV show is already a film entertainment.

Based on the article, ' NIELSEN ESTIMATES 118. 4 MILLION TV HOMES IN THE FOR THE 2016-17 TV SEASON' wrote by someone in 2016, there are 118. 4 million television can be found out in the U. S. This means almost each family owns at least one television. Besides that, the radio and newspaper is also very easier to get only, we do not need to go for the specific place to find it. Therefore, the large amount of the consumer for this entertainment is already be a good condition to improve the economy.

Besides that, another cause for the film entertainment industry is bring up the economy of country is the price to require it is lower compare to others. Like the newspaper, it is about RM 1. 20 and normally everyone got the enough money to buy it to read. Besides the newspaper, some of the segment of this entertainment is free. A very good examples are the TV shows or television programme that show on the television.

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We just need to switch on and watch for it only but still need a condition which is we should own a television first. In addition, we also got the youtube which is a new generation for the film entertainment industry. The benefit of the youtube is it also free to use and we can manage our time to watch the videos in the website. Therefore, this type of products attracted a lot of people to involve and by the way increase the economy of country. Besides that, another cause is it makes the number of tourist visited for a country increase.

As an example, there are many people went to Korea or Japan for a trip because the effect from the Korean movies and also the Japan anime. That is because there are many people who are attracted by the scene like the snow, sakura in the Japan and some more inside the movie and wanted to go there to experience about it. Therefore, with the increment of the tourist visited, the economy will be better because they will increase the rate of consume for the country which will be a good improvement for the economy.

Cause 5-Sports industry In today's current world situation, sports also surface as an important component for the development of a country. People often fail to see that when a community proactively participate in sports, it improves the health and productivity, self-discipline, structure leadership skills, reduce medical expenses by reducing health risk, and improve social cohesion. According to Ban Ki Moon, former United Nation Secretary General (2011), sport has become a world language that breaks all the barriers and it is a capable tool for country's development. It is indeed true that sports has become world language and there are many examples in our real-life that

proves it right. For example, Karate is a sport in the Olympics which is the ultimate dream stage for all athletes but the origin of karate is from Japan. In eleventh Five Year Plan, government of India allocated INR 46, 460 million for country's sports development, thus we can conclude this due to the growing contribution of sports industry to the economy of a country. Effect 1- Tourism As for the effect part towards the economy, tourism industry bring about many benefits in economic aspect for countries involved.

Economic development is an important factor that keeps a country to advertise their tourist destinations so that it will be explored by not just regional citizens but world citizens. Tourism increase the income of a country in many ways and what are they? Where there is a tourist attraction spot, it will be definitely crowded by hundreds and thousands of tourist and haywire situation if not organised well. In that case, people irresponsible need more workforce. Example of jobs that need to give attraction to re hotels, transportations, souvenir sales and restaurants. In the time of vacation seasons, such services will make a fortune depends on its popularity and fame. For an instance, in 1995 approximately 11. 3 million jobs worldwide are from hotel accommodation sector.

If a country is having poor infrastructure even though there are many tourist spots to be visited, it is difficult to advertise and make it popular to attract worldwide tourist to visit that country compared to developed countries rich with better infrastructure. The basic facilities that a tourist usually expect are clean water, good food, constant transportations, mobile phone network and shelters such as homestays and hotels. Holidays are the epic promotion period

to promote tourism that will benefit airline companies as well. In that time of period, airline companies will make price reduction on the tickets and even start to sell tickets ahead of time as early as ten months before the holiday to come.

This is an example of a good transport facility a country can provide for a tourist to have a smooth travelling experience. These basic facilities are good enough for a tourist who is going to spend one to two weeks of his holidays. Therefore, it is clear to see that infrastructure investments are important to boost the tourism as well as to enhance the quality of resident's daily life.

Effect 2- Music Music concerts are a trend of all time to make money but it is just that nowadays we are doing in large scale too to worldwide extend. Naturally the purpose of holding a concert is due to popularity and the fan club request and to increase income of performers, event organisers and also indirectly for the country.

More famous the performers, larger the scale of event therefore higher the income through that concert. Example of such events are World Tours performed by various artists at various countries. In such concerts, the ticket price can be different according to the range between spectators and performers. In some cases of limited tickets, the ticket price will be more expensive compared to the usual tickets. Nevertheless, music lovers and fan club members are willing to attend the concerts regardless of the ticket prices. When the demand is high, the number of concerts to be held will also increase.

This is an important factor that upgrades the country's income. Besides, fans or spectators attending the event usually will not go in bare handed. Event organisers prepare merchandises that support the concert for example flash lights, t-shirts and other accessories with the performers signature logo on it to cheer up the environment. These merchandises get sold through these concerts could be expensive at times and what else is it is a limited edition products. Indirectly, this also generate more income for a country.

Effect 3- Video Games The entertainment software industry creates jobs and generates revenue for communities across the nation. Video Games in the 21st Century: The 2014 Report, an economic impact study conducted by Economists Incorporated and released by ESA in 2014, quantifies the U. S. videogame industry's contributions to the American economy, including from 2009 to 2012, the U. S. video game industry increased in size by more than 9 percent - four times the growth rate of the U. S.

economy during the same period. In 2012, the entertainment software industry added over \$6.2 billion to U. S. Gross Domestic Product.

The computer and video game industry directly and indirectly employs more than 146,000 people. The average salary for direct employees is \$94,747, resulting in total national compensation of \$4 billion. Direct employment for the industry grew at an annual rate more than 13 times the growth of the overall U.

S. labour market (9 percent vs. 0.72 percent) between 2009 and 2012.

Top 5 States in the Industry (by number of industry employees) is California, Texas, Washington, New York and Massachusetts. Effect 4- Film

Entertainment The effect for the film entertainment industry in raising up the economy is the number of career opportunities will increase. Since we know that nowadays almost all the people are involved in the film entertainment, that means there are a big amount of consumers who need to service and provide many income, therefore they are many people work for the film entertainment industry and in other side, it also helps in decreased the rate of unemployment which is also aid in improve the economy. Based on the article, ' Jobs & The Economy', there are above 2 million of person from the worldwide who are involved in the film and television industry. Moreover, the film entertainment industry also increase reputation of a country. Like the dramas we talked before, they acted like a free promotion for the culture of country, it will let more people know about their country and learn more about their culture. As the examples, people will know the India by watching the movies from Bollywood and get to know the U.

S. when hear about the Hollywood. It is like a brand of a product, when more people hear about it, it will become famous. Therefore, when the country is been promoted, the country will become famous and attract other people come to visit or invest the country. Effect 5- Sports industry Holding a massive sports event can indirectly improve infrastructure, increase employment, secure inflow of foreign capital and also create potential players and athletes. Among the benefits of sports industry in upgrading a country's economy, sports sales make huge fortune. Just like ' Gucci', ' Armani', and '

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Louis Vuiton' for fashionbrands, sports do have brands specially for them.'Adidas', ' Nike' and ' Puma'are some of the world famous sports brands that sports athletes use for betterperformance.

Such brands has its special place in the sports industry. Therefore, when there is an athlete use products of certain brand his or herfans will also use the products of that certain products. For an instance, whenDatuk Lee Cheong Wei uses Yonex brand, his fans and also other badmintonplayers tend to follow him, thus, this will increase import of Yonex brandproducts to our country and sales will ne increased too. Not just that, Yonexis using Datuk Lee Cheong Wei as a advertiser for their company. In thiscase, Yonex company will pay our country loyalty for advertising and increasingsales in subtle way.

Media also plays an importantrole when it comes to sports events. While many people are not afford to watchthe sports events at the event holding places, mass media are responsible tobring the sports to the house through live telecasting. When there is a bigtournaments such as FIFA World Cup or Grand Prix are happening, there will bespecial television channels will be broadcasting these events that have to bebought by viewers. Therefore, with mutual understanding the economy of acountry is getting upgraded through sports with the aid of mass media.

As a conclusion, entertainment is not just entertainment it was in the past where people getpleasure and enjoyment in their leisure time. It is more than that now where it contributes a lot to the economy in the aspect of filmindustry, music industry, gaming industry and tourism industry.

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Therefore, government should keep allocated more budgets to entertainment industry so that it can develop more and contribute more to the country.