1ST EXAM 19.2.2010: TITA-7206: BUSINESS CONCEPTS IN MEDIA AND ENTERTAINMENT PRODUCTION

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1. Please explain the media economic viewpoints of demand and supply. What does demand and supply mean? Please draw figures to underline your argumentation (3 points).
2. Explain in general what r-K selection means, and how it can be applied in media economics or competitive analysis. What are the characteristics? Please add practical examples (5 points).
3. What is an Oligopoli? What is the demand curve for an Oligopli? Please name examples for Oligopolis in media industries (3 points)
4. Please name the 3 key ratios used for valuating media firms and explain their meaning (3 points)
5. Name at least 3 business models typically used in media industries . Focus especially on online business models. Explain the basic idea of each business model in further detail (3 points).
6. Case study: advertising (5 points)
   The main aim of this question is to analyze the possibilities, potentials, and developments that online content sales bring for the media industries, especially focusing on print industries. The goal therefore is to apply the learned knowledge in the context of print industries.
   Nowadays print industry is in a dilemma – number of subscriptions of print magazines and newspapers are stagnating. With the stagnation of the audience, also advertisement revenues are lower. Your task is to analyze the situation, and develop business models to help the print industry to come into the age of 'digital'. Which management and strategic decisions can a media firm take? Which business models would you suggest? How can advertising revenue be increased?