

3<sup>RD</sup> EXAM: TITA-7206: BUSINESS CONCEPTS IN MEDIA AND ENTERTAINMENT  
PRODUCTION

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1. Explain the principle of the media market as 'dual product market'. What does it mean? (3 points).
2. What is r-K selection and what are the parameters? Explain the r-K selection on the example of movie theatres. (3 points)
3. 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).
4. What is leadership? Which are the differences to management? (3 points)
5. What factors of change exist in today's media industries? Please explain them shortly and give examples. Please cover all the 4 aspects and give strategic implications for media firms (5 points)
6. Case study: cinema and motion picture industries (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 the motion picture and cinema industries. The goal therefore is to apply the learned knowledge in the context of this industry.*

A few years back cinema and motion picture industry was in a dilemma – the business models are changing, and online distribution revolutionized the motion picture distribution. Which business models would you suggest for the industry? Which management and strategic decisions can a media firm take to be successful in online sales? What were the developments in recent years/