



CNTV 467:

The Future of Digital Media and the Entertainment Industry

Units: 2

Term—Day—Time: Spring 2020; Wednesdays 7-10PM

Location: Theater #112, SCA

Instructor: Seth Shapiro

Office Hours: As needed

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Course Description

Digital technologies have affected each major media sector, and have facilitated the creation of new ones. Though they once were believed to be immune, the economics of print, film, music and television have now been completely transformed by digital –and have been joined by new businesses including games, social media and XR. These changes have created unprecedented challenges and opportunities for the next generation of businesspeople and artists.

This course examines the future of media and entertainment. It includes analyses of the current states of film, television, music and text, mobile and online services, and the critical roles of social, analytics and brand.

Learning Objectives and Outcomes

The objective of this course is to foster a nuanced understanding of the forces and processes that have controlled the industry in the past, and those that will control it in the future.

Required Readings and Supplementary Materials

Class will include discussions of current events and trends, with brief assignments from recent news as appropriate.

Description and Assessment of Assignments

The midterm exam will be graded in standard fashion. The final projects will consist of written and oral presentations of a new business idea before a group of senior industry judges. Students can choose to present individually or with a group of their choice. Specific guidelines will be presented early in the semester.

Grading Breakdown

Assignment	% of Grade
Class Participation and Attendance	20
Midterm Exam	40
Final Group Project	40
TOTAL	100

Grading Scale (Example)

Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Course Schedule

NOTE: Topics are subject to change based on breaking news and class interest. Specific topic order will set by availability of speakers.

The topic of each week's class will be announced in advance.

	Topics	
1	History of Media Business; how digital Has Reshaped the Economics of Media	The origins of the modern media business. Overviews of the print, film, music and television models; the content vs. distribution paradigm; major media inflection points of the 20th century; the histories and holdings of the legacy "Big Six" media companies. How did we get here? What happens next?
2	Network Television, MVPDs and cable bundles	TV business has changed more in the past decade than it did in the previous four. What are the realities of life for the major broadcast and cable networks, and at distributors like Comcast and DIRECTV?
3	Streaming Wars	Netflix, Amazon Studios, Disney+, Hulu and Apple TV+ and HBO Max are the biggest stories in the entertainment industry. We'll compare and contrast their strategies and announcements in real time this year.
4	The Modern Film Ecosystem	The historical business models of the motion picture business. Current issues including the decline of DVD and the state of 3D; ramifications of On Demand/Over the Top solutions for filmmakers; the effects of digital and social media on film production, distribution and marketing.
5	The Music Business	While the recorded business revenues have declined tremendously in the past 15 years, some argue that opportunities in music entrepreneurship have never been better. How has technology affected the economic models of music? What strategies are useful? What are the successful creative paradigms and business models for music's next generation?
6	Virtual, Augmented and Mixed Reality	Immersive media represent the next major form of media, transforming the ways in which we interact with content and with the world itself. Platforms including HMD (Vive, Rift, etc) and mobile VR will be discussed, as well as leading examples of VR and AR.
7	Advertising	We have seen the devastating impact of streaming and the DVR on the television spot. How does advertising adapt; best practices of advertisers in this new paradigm.
8	The International media business	Examination of the importance of international markets for Hollywood.
9	Midterm	Multiple choice, fill in and short essays.

10	Artificial intelligence; blockchain	The impact of AI on development, marketing and consumption of media. Bitcoin and cryptocurrency were the media story of 2018— first bull, then bear. What is less understood is the transformational technology underpinning them: blockchain tech, a decentralized, trustless model for recording data and transactions. We will discuss the different applications of the blockchain, and how it may support a new era in media.
11	Funding Productions and Companies: Venture Capital and Private Equity	How do venture capital and private equity work? What can a media business expect from them, and what does it cost to get it? When should a new company pursue funding – and when not?
12	The Business of Social Media	The impact of social. Examination of players and trends.
13	Games	Online and console games go beyond any other form of entertainment – for many people, they are a way of life, a community, and a preferred reality. Additomnally, players now spend billions annually, to own virtual goods I n virtual worlds. Where are the opportunities in games now?
14	Data, Analytics, Social and Search	An argument can be made that the new opportunity in media is the power of data. This class will examine the role of data and analytics in ratings, search and other key areas.
FINAL	Group Final Projects	
Other Topics	Animation; Kids; Impact of digital on production; sports; esports.	

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call

engemannshc.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

Student Health Leave Coordinator – 213-821-4710

Located in the USC Support and Advocacy office, the Health Leave Coordinator processes requests for health leaves of absence and advocates for students taking such leaves when needed.

<https://policy.usc.edu/student-health-leave-absence/>

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a .

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call

engemannshc.usc.edu/rsvp

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086

equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

Bias Assessment Response and Support - (213) 740-2421

studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

studentaffairs.usc.edu/ssa

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu

Non-emergency assistance or information.

Diversity and Inclusion

Diversity and Inclusion are foundational to the SCA community. We are committed to fostering a welcoming and supportive environment where students of all identities and backgrounds can flourish. The classroom should be a space for open discussion of ideas and self-expression; however, SCA will not tolerate verbal or written abuse, threats, harassment, intimidation or violence against person or property. If students are concerned about these matters in the classroom setting they are encouraged to contact their SCA Diversity and Inclusion Liaison, <http://cinema.usc.edu/about/diversity.cfm>; e-mail diversity@cinema.usc.edu. You can also report discrimination based on a protected class here <https://equity.usc.edu/harassment-or-discrimination/>

Disruptive Student Behavior:

Behavior that persistently or grossly interferes with classroom activities is considered disruptive behavior and may be subject to disciplinary action. Such behavior inhibits other students' ability to learn and an instructor's ability to teach. A student responsible for disruptive behavior may be required to leave class pending discussion and resolution of the problem and may be reported to the Office of Student Judicial Affairs for disciplinary action.

PLEASE NOTE:

FOOD AND DRINKS (OTHER THAN WATER) ARE NOT PERMITTED IN ANY INSTRUCTIONAL SPACES IN THE CINEMATIC ARTS COMPLEX