

Introduction to Media Economics

Masters. Semester IV





Introduction to Media Economics

Economics

It is the branch of knowledge concerned with the production, consumption, and transfer of wealth.

It is the condition of a region or group as regards material prosperity.

Related to Media this means the mode of Revenue Generation in Media Industries



Mode of Revenue Generation in Media Industries







Mode of Revenue

The immediate derivation on the Mode of Revenue Generation in Media Industries are

Circulation

Advertisement





FAST BOWLING KE BAAD, AB FAST PAINTING KI BAARI



Today's generation lives a fast paced life, in exactly the same way T20 cricket is played. Keeping pace with modern lifestyles, Berger Express Painting™ has introduced a revolutionary method of painting homes in a faster and almost dust-free manner by trained painters, using automatic machines. Thereby assuring a better experience than the laborious manual method of painting. Trained painters ensure that the entire job is hassle-free by shifting the furniture, masking them with Berger Furniture Covers and offering post-painting clean-up for your convenience.

- 40% Faster work with automatic machines**
- Vacuum enabled sanders for almost dust-free sanding of walls
- Trained painters for efficient and better painting
- Unbelievably, all these **at no extra cost*****

So, for faster, cleaner and better painting
call **1800 103 6030** or **SMS XP to 56767**
To know more visit us at www.bergerpaints.com

*Provision of painting services is subject to limited between customer and painter/master. Berger Paints India Limited supplies paints and accessories having only "Under brand name" condition. **Cost of painting will be similar to the rates prevailing in the market. There are no additional charges for the use of Express Painting tools.



Circulation

Circulation in publication is the number of copies it distributes on an average day.

Circulation is one of the principal factors used to set advertising rates.

Circulation is not always the same as copies sold, often called **paid circulation**, since some newspapers are distributed without cost to the reader.





Access Television

It is a system of broadcasting television programming to paying household via signals transmitted .

It could also be through terrestrial television, in which the television signal is transmitted over the air and received by a television antenna attached to the television



Advertisement

Media advertisement is a form of media advertisement where the advertisement appears alongside regular editorial content.

These ads can span across multiple columns - and can even cover full page, half page, quarter page or other custom sizes.



Advertisement

In television they are designed in high resolution coloured and black/white formats providing higher visibility for the mass audiences .

For many major media in developing markets, ads play a significant role in revenue generation



Mode of Revenue Generation in Media

Subscriptions

Advertising

Sponsored

Paid News

Content Service

Data Service

Affiliate Programme

Asset Management





Subscription

This model has existed for long time in newspapers, magazines.

It gained popularity in other domains, too like television.

Some subscription schemes are for unlimited period; others have a specified cap.





Subscription

Prepaid subscription when the amount is paid in advance mostly through coupon system

Post paid subscription when the amount is paid after delivery

Pay as you go subscription is when you have mentally subscribed and pay regularly





Advertisement

The advertising revenue model is not new. However, the once-straightforward advertisements have become more complex and creative, and the industry evolves constantly.

Additionally, due to constant growth in information and its availability, large-scale revenue stream generation requires either great traffic or niche domination.

In the past, advertisements appeared only in traditional media such as newspapers, magazines, television and radio.

Today, by definition, advertising also includes the Internet and expands onto apps and mobile platforms.



The Telegraph



2 DECADES OF DONGRE
In 12 on Sunday

VENICE BRIDGE BLUNDER
Foreign P2

WHERE I-DAY IS
Graphic P11

WHERE I-DAY IS
Graphic P11



42 PAGES CALCUTTA SUNDAY 18 AUGUST 2019 Rs. 5.00 5153 www.telegraphindia.com

IN BRIEF

Heavy rain forecast in Calcutta



A flooded Causeway Street on Saturday. Photo by Ishwari Chatterjee

MONSUN CHAOS The weather office has issued a heavy rain forecast for the city, which could lead to flooding in some areas.

Fire at AIMS



A fire at night at AIMS. Photo by Ishwari Chatterjee

15th floor fire A fire broke out on the 15th floor of the AIMS building, causing significant damage.

Offical attack



A group of people. Photo by Ishwari Chatterjee

Attack on 15th floor A group of people attacked the 15th floor of the AIMS building.

QUOTE

Sharma in a special mood Sharma is in a special mood. Photo by Ishwari Chatterjee

AGED COUPLE ALLEGE DIKTAT BY LANDLORD AFTER POLL RESULTS

Near Calcutta, kicked out over 'faith'



An elderly couple. Photo by Ishwari Chatterjee

AGED COUPLE An elderly couple has been kicked out of their home near Calcutta after the results of a local election.

Car driven by Arsalan scion sends Mercedes flying into kiosk; two Bangladeshi visitors killed

Jaguar triggers death of bystanders



The Mercedes scion drove into the kiosk, where three visitors from Bangladesh were standing. Two were killed and one injured. The third person survived.

CRASH AT THE CROSSING AT NIGHT A Jaguar car driven by a scion of the Arsalan family crashed into a kiosk at night, killing two people and injuring one.

Arsalan's scion The driver of the Jaguar was a scion of the Arsalan family, a prominent name in Bangladesh.

Mercedes scion The Mercedes-Benz car was driven by a scion of the Arsalan family.

J&K partial relief and unrest

MEZFAAR KHAN The situation in Jammu and Kashmir is partially relieved but unrest continues in some areas.

Relief in J&K There is a partial relief in Jammu and Kashmir, but unrest remains.

Unrest in J&K Unrest continues in some parts of Jammu and Kashmir.

Lifebuoy

Our strongest protection against germs.
Now at our best ever offer!

94.75% OFF

4x125

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Sponsored Content

Unlike ads, promoted content also known as 'promoted' content looks similar to regular user content.

Users may give it more attention or perceive it as more credible than other advertisements; some users may even be oblivious to the fact that someone paid to promote the content.



Calcutta Times

THE TIMES OF INDIA | SATURDAY | AUGUST 29, 2009

Times Wellness.com

Mind. Body. Spirit. You

Relief from ARTHRITIS

In India, according to reports, 80 per cent of women above the age of 45 and 65 per cent of men above the age of 55 have arthritis or have early symptoms of this degenerative and crippling disease.

Arthritis is a painful condition that causes the joints to become inflamed and in several cases, when they become painful, swollen and contorted, develop into severe disability. There are many different types of arthritis, but the most common type which affects 75 per cent of all cases is osteo-arthritis — where due to normal wear and tear, the smooth layers of cartilage that cover and cushion the ends of the bones become rough, brittle and inflamed and gradually break down.



According to a new scientific research, a unique shellfish found off the coast of New Zealand called Green Lipped Mussel (GLM) seems to contain the therapeutic agents needed to treat and prevent arthritic problems.

Since its discovery in 1974, Green Lipped Mussel Extract (GLME) has now been subjected to more than 30 years of quality scientific research and proven in laboratory and clinical trials, to be effective in treating and preventing most types of arthritic orders, including rheumatoid and osteo arthritis. And most importantly, it does not have



any adverse side effects.

Healthieries — a New Zealand-based multi-national natural healthcare company has introduced the extract of GLM in the capsule form under the brand name of Seatone. Today, Seatone is sold in over 30 countries and has benefited millions of users worldwide. In India, Seatone has successfully been launched in New Delhi, Bangalore, Mumbai and Meerut. Now, it is also available in Kolkata as 500mg capsules, in a bottle of 60 capsules.

For details contact:
Perma Healthcare
Helpline (033) 40062788
(10am to 7pm, 7 days)
or log on to
www.permahealthcare.com



Paid News

A term coined for news that is paid for

The publication carries editorial content in favour of payment

The Election Commission has come hard on media on this matter and has issued stricture to mention it as advertisement



KOLKATA IS TALKING ABOUT

Show off your mobile watch

Santanu Sarkar

Rituparna at the mobile watch launch

A watch? A phone? Actually both. The BURG mobile watch — an amazing and cool gadget targeted at the youth and go-getting corporates — was launched recently by actor Rituparna Sengupta at the BURG boutique at 10A/B Elgin Road.

The mobile watch brings together an exciting array of communication and fashion features. Not only does it look trendy, it's also an electronic gadget that allows the user access to advanced multimedia functions clubbed together inside the slim contours of a wrist-watch. Apart from making communication easier, it also makes it difficult to lose your mobile — after all, your phone is actually strapped on your wrist!

The store has a wide range of products on offer. There are five models ranging from BURG 9 to BURG 13, all of which are masterpieces of design and innovation. Accessories include different kinds of Bluetooth devices, watch-

bands and USB chargers. The approximate price of the collection starts from ₹9,000 and can go upto ₹24,000. The accessories are priced between ₹700 and ₹2,500 approximately.

Koen Pieters, Export Director, BURG and Ashwini Kedia, Director, BURG India, were present at the launch. Ashwini said, "BURG is the latest fashion statement in the world and has the potential to change the way the world communicates today." Apart from Kolkata, BURG products are also being launched in Guwahati, Delhi, Gurgaon, Noida, Jaipur, Mumbai and Ahmedabad.





Content Service

Contents generated by Media both print and television are marketed to smaller media houses.

This is particularly in view of wide network enjoyed by them

Syndicated columns of well known personalities generate a premium



BSNL launches Bharat Berry PIM Sync, push e-mail services

TIMES NEWS NETWORK

Pune: BSNL on Friday introduced Bharat Berry PIM Sync and push e-mail services for its customers in the city.

Principal general manager of BSNL Pune circle V K Mahendra, CMD of Bharat Berry services Ajay Data and brand ambassador of Bharat Berry services Sayali Bhagat were present during the inauguration of the service.

Mahendra said that Bharat Berry will provide PIM Sync and Push e-mail on GSM mobile platform. The services are available on a range of mobile instruments of differ-

ent make.

He said that through PIM Sync service back up of contacts, calendar, notes, tasks stored in a mobile can be synchronized with the Bharat Berry server. The information can also be transferred to new handset. Push e-mail service — which works with corporate e-mail and other mail accounts — is fully synchronized with the Bharat Berry server. The customers can avail services by sending SMS or call 1503. Monthly charge for availing the services is Rs. 50 per service. Further details can be obtained on <http://bsnl.bharatberry.com>



Databases

High-quality data ,e.g. an index of qualified service providers in a specific domain is valuable.

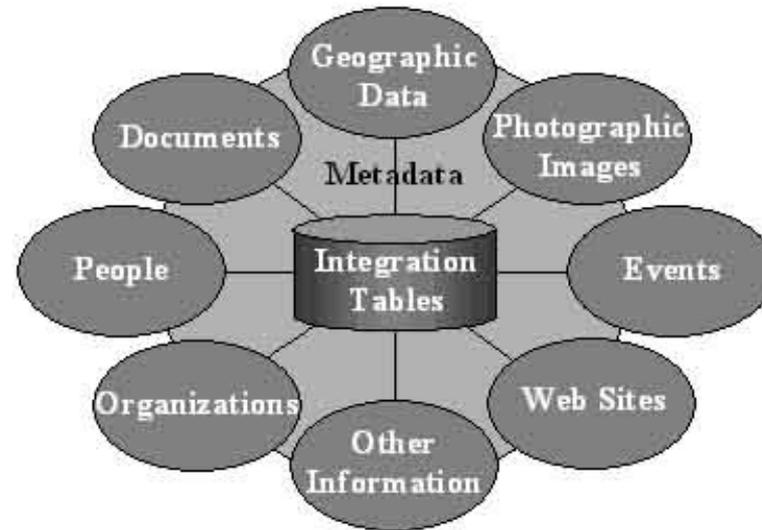
The more exclusive the information, the greater the value.

The usage will be more valuable and expensive when the data is enriched with profound analysis.

Some entities specialize in lead generation: creating and maintaining names and contact information of potential customers and selling them to 3rd parties.



Cross-Media Database Concept





Affiliate Programs

Typical affiliate programs, common in media marketing include sellers of products/services and parties that drive traffic to the sellers.

Affiliate programs often use revenue-sharing mechanisms 50/50, or another agreed upon revenue allocation.



INFOCOM²⁰₁₉
An **ABP** initiative
December 5-7, 2019 • Calcutta



Asset Management

Private Treaties is the investment arm of Bennett, Coleman & Co Ltd.

Set up in 2005, Times Private Treaties, a part of Bennett, Coleman & Co Ltd, publishers of the *Times of India*

The business model of private treaties is unique. Under a legal arrangement the company picks up a stake in the company in return for discounted ads and favourable editorial coverage.



TIMES private treaties
Partnership class. Accelerating growth.

about us • power of TPT • portfolio • ipit in news • knowledge • downloads

industry Speak
discussion Board
take a PAUSE

Highland is a set of differentiating programs that link a product to its consumers.
— Stuart Agre (Brand Strategist)

power of TPT Why Times Private Treaties



power of Times Private Treaties

Times Private Treaties (TPT) is an expression of the belief that BCCl, has superior capabilities in brand building. We believe the **media properties** and accumulated expertise of the employees of BCCl, represent a disproportionate and unmatched skill set in the Indian branding and **consumer marketplace**. Through Times Private Treaties, we throw open the doors for our investee companies to witness the power of BCCl.

Times Private Treaties seeks to work with **entrepreneurs** and companies with strong fundamental belief in the power of the brand. So if you have the belief, we can make it possible.

Why Times Private Treaties?

In today's highly competitive markets and businesses vying for the largest share of the consumer's wallet, it is a battle



Thank You