

# Media Delivery and Monetization

## Module Information

2022.01, Approved

### Summary Information

Module Code	6207AMP
Formal Module Title	Media Delivery and Monetization
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

### Learning Methods

Learning Method Type	Hours
Lecture	18
Practical	18
Tutorial	8

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-CTY	CTY	January	12 Weeks

### Aims and Outcomes

Aims	How media is consumed Has changed enormously since the advent of computers and on-line media. The primary focus of this module is how to effectively implement marketing strategies using databases and the Internet that allow television companies to interact with viewers on an individual basis, enhancing audience loyalty and profitability. The module also introduces aspects of playout systems, including their selection, configuration and use.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Devise a marketing campaign to build brand recognition, create audience loyalty and increase revenue for a media product.
MLO2	2	Employ marketing analytical techniques that support engagement of the audience base and derive revenue.
MLO3	3	Produce a strategy for managing multiple media sources through a playout system.
MLO4	4	Demonstrate advanced knowledge and skills in handling playout systems with multiple sources.

### Module Content

Outline Syllabus	Business models for media in the internet age, monetisation of content, global marketplace, formatsMulti-platform, 360 delivery, Media consumption on demandLegal protection of assets : contracts, Intellectual property issues: copyright, trademarks, Social networking, Viewer Generated ContentContent management, media assets, essence and content, metadata, Digital Rights ManagementAudience Relationship Marketing, analytics, cross and up-sellingBranding of programmes and channelsPlayout systems design and architectureApplication and deployment of playout systems.Selection of appropriate playout systems.Configuration of playout systemsIntegration of playout systems with storage and management systems
Module Overview	
Additional Information	Once a stand-alone industry and medium, television content is now consumed within a broad multimedia context. Television now competes with social networking, on-line content and downloaded or packaged product for the attention of a fickle audience. The Internet creates the opportunity for television to interact with this active and restless audience creating a community of loyal viewers who actively engage with and contribute to the programme content. This module aims to raise awareness of the nature and implications of this new media context and for students to develop audience engagement strategies to address these challenges.Playout systems manage the delivery of live and recorded content to the channels and systems connected to consumers. The module addresses the arrangement and management of playout systems, switching between sources, and integration into the media environment.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Project	50	0	MLO1, MLO2
Presentation	Streaming Demonstration	50	0	MLO3, MLO4

### Module Contacts

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Kevin Johnston	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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