

Liverpool John Moores University

Title: Media Delivery and Monetization
Status: Definitive
Code: **6207AMP** (124851)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Kevin Johnston	Y
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Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	18
Practical	18
Tutorial	8

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Project - 360 degree marketing plan for television programme	50	
Technology	AS2	Streaming Demonstration	50	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Project	1	2
Streaming Demonstration	3	4

Outline Syllabus

Business models for media in the internet age, monetisation of content, global marketplace, formats

Multi-platform, 360 delivery, Media consumption on demand

Legal protection of assets : contracts, Intellectual property issues: copyright, trademarks,

Social networking, Viewer Generated Content

Content management, media assets, essence and content, metadata, Digital Rights Management

Audience Relationship Marketing, analytics, cross and up-selling

Branding of programmes and channels

Playout systems design and architecture

Application and deployment of playout systems.

Selection of appropriate playout systems.

Configuration of playout systems

Integration of playout systems with storage and management systems

Learning Activities

The module will be delivered via lectures supported by tutorial activity and lab work. Videos, guest speakers will be used where appropriate. Additional reading will be

prescribed to develop depth of knowledge and understanding of selected topics.

Notes

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.