

Carnegie Mellon Heinz College

Master of Entertainment Industry Management TELEVISION ECONOMICS – CLASS 93.869 (SPRING 2021)

Fridays: 10:00am -1:00pm

Pat Quinn pat@patquinnmedia.com (310) 228-8720.

Class 1: Friday, February 5 10:00am -1:00pm
 Class 2: Friday, February 12 10:00am -1:00pm
 Class 3: Friday, February 19 10:00am -1:00pm
 Class 4: Friday, February 26 10:00am -1:00pm
 Class 5: Friday, March 5 10:00am -1:00pm
 Class 6: Friday, March 12 10:00am -1:00pm

Course Information	Shifts in technology and distribution are impacting corporate business models and content creators – especially in the television industry. The goal of this class is to provide students with the solid economic and structural fundamentals of the U.S. television industry, from real life development, production and financing paradigms to business and marketplace fundamentals (with a bit of practical theory thrown in for good measure).	
Learning/ Course Objectives*	By the end of this course, students will be able:	
	Learning Objective	How Assessed
	To critically examine and master the main economic models for commercial television production and distribution in the U.S.	<ul style="list-style-type: none"> Class discussion In class project
	To become comfortable with the business complexities that regularly confront television creative and production executives.	<ul style="list-style-type: none"> Class discussion In class project
	To learn about the life cycles of ancillary products and how they affect the potential profitability and risk of the principal programs they are based on, including financing arrangements.	<ul style="list-style-type: none"> Class discussion
	To understand how “backend” participation formulas actually play out in the real world and affect decisions to produce and/or distribute content.	<ul style="list-style-type: none"> Class discussion In class project
	To appreciate and become familiar with the day-to-day financial realities of TV development and production.	<ul style="list-style-type: none"> Class discussion

Evaluation* Method	The focus of the grading will be divided in the following areas:				
	Class attendance, participation		10%		
	Class Project 1: Create a route to market strategy for one of the digital streamers launching in 2021		45%		
	Class Project 2: Development and Production for a scripted series based on IP		45%		
Class Participation Rubric					
		A Grade	B Grade	C Grade	D/R Grade
	Frequency and Quality	Attends class regularly and <i>always contributes</i> to the discussion by raising thoughtful questions, analyzing relevant issues, building on others’ ideas, introducing original ideas, synthesizing across discussions, expanding the class’ perspective, and appropriately challenging assumptions and perspectives	Attends class regularly and <i>sometimes contributes</i> to the discussion in the aforementioned ways.	Attends class regularly but <i>rarely contributes</i> to the discussion in the aforementioned ways.	Attends class regularly but <i>never contributes</i> to the discussion in the aforementioned ways.
Grading Scale*					
	A+ A A- B+ B B- C+ C C- R	99.0-100% 94.0-98.9% 91.0-93.9% 88.0-90.9% 84.0-87.9% 81.0-83.9% 78.0-80.9% 74.0-77.9% 71.0-73.9% below 71 pts (< 71%)	Exceptional Excellent Very Good Good Acceptable Fair Poor Very Poor Minimum Passing Failing		
Course Materials/ Readings	There is no textbook. Assigned reading materials will be distributed in advance of class sessions. Materials for in Class Projects will be distributed during class sessions. Students are expected to stay current on events in the entertainment industry by reading DEADLINE, THE HOLLYWOOD REPORTER and VARIETY daily.				
Absences or Tardy	Attendance is mandatory and will be reflected in the class participation portion of your grade. If you know you are going to be late or absent, please contact me prior to class via email, pat@patquinnmedia.com or office phone (310) 228-8720.				

Course Outline:*	OUTLINE OF COURSE TOPICS (Note: Class dates for topics may be approximate and order may change.)																																						
	Class 1 – Friday, February 5 10:00am -1:00pm																																						
	Topic	1. Big Media and the Hollywood Studios/Consolidation and Mergers 2. Independent Production Companies 3. Point of View: Producer/Studio, Network/Buyer/Creatives 4. Class Project 1: Case Study: Create a route to market strategy for one of the digital streamers launching in 2021 – (45% of Total Grade)																																					
		<table><tr><td><u>Group 1</u></td><td><u>Group 3</u></td><td><u>Group 5</u></td></tr><tr><td>Michael</td><td>Brandon</td><td>Amarachi</td></tr><tr><td>Marina</td><td>Whitney</td><td>Brianna</td></tr><tr><td>Megan</td><td>Ashley</td><td>Victoria</td></tr><tr><td>Fiona</td><td>Christina</td><td>John</td></tr><tr><td></td><td></td><td>Clara</td></tr><tr><td><u>Group 2</u></td><td><u>Group 4</u></td><td></td></tr><tr><td>Aziz</td><td>Mikayla</td><td></td></tr><tr><td>Melanie</td><td>Lava</td><td></td></tr><tr><td>Shannon</td><td>Yikai</td><td></td></tr><tr><td>Esther</td><td>Autumn</td><td></td></tr><tr><td>Abhijeet</td><td></td><td></td></tr></table>		<u>Group 1</u>	<u>Group 3</u>	<u>Group 5</u>	Michael	Brandon	Amarachi	Marina	Whitney	Brianna	Megan	Ashley	Victoria	Fiona	Christina	John			Clara	<u>Group 2</u>	<u>Group 4</u>		Aziz	Mikayla		Melanie	Lava		Shannon	Yikai		Esther	Autumn		Abhijeet		
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Class 2 – Friday, February 12 10:00am -1:00pm																																							
Topic	1. Class Project 1 Presentation: Case Study: Create a route to market strategy for one of the digital streamers launching in 2021 2. Scripted Programming “deficit financing” 3. Scripted “co-pro”, International Co-Productions 4. TV Trend-Intellectual Property and Copyright Laws																																						
Class 3 – Friday, February 19 10:00am -1:00pm																																							
Topic	1. “Peak TV” Has It Peaked? 2. Unscripted Reality, Alternative Shows 3. The Case for TV Revivals, Reboots and Remakes 4. Guest Speaker:																																						
Class 4 - Friday, February 26 10:00am -1:00pm																																							
Topic	1. Net Profits/Participation 2. “Hollywood Accounting” and Accounting Firms 3. Making money from a show as a profit participant, Audits 4. Discussion for Class Project 2: Case Study: Development and Production for a scripted series based on IP (45% of Total Grade) 5. In-class work on project:																																						

Class 5 - Friday, March 5 10:00am -1:00pm							
Topic	<div>1. Class Project 2 Presentation: Negotiation -development and production (45% of Total Grade) of scripted series based on IP 5 groups doing 14 broadcasters, cablers or digital streamers:</div> <div>2. Analysis of proposed deals</div> <table><tr><td><u>Group 1</u> Michael Marina Megan Fiona</td><td><u>Group 3</u> Brandon Whitney Ashley Christina</td><td><u>Group 5</u> Amarachi Brianna Victoria John Clara</td></tr><tr><td><u>Group 2</u> Aziz Melanie Shannon Esther Abhijeet</td><td><u>Group 4</u> Mikayla Lava Yikai Autumn</td><td></td></tr></table>	<u>Group 1</u> Michael Marina Megan Fiona	<u>Group 3</u> Brandon Whitney Ashley Christina	<u>Group 5</u> Amarachi Brianna Victoria John Clara	<u>Group 2</u> Aziz Melanie Shannon Esther Abhijeet	<u>Group 4</u> Mikayla Lava Yikai Autumn	
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Class 6 - Friday, March 12 10:00am -1:00pm							
Topic	<div>1. Tax Incentives – U.S. and international</div> <div>2. Western Europe and Canada: ownership and operation of broadcast channels, government subsidy of content creation</div> <div>3. International Program Sales and Distribution</div> <div>4. Television Markets: MIPCOM, MIPTV, NATPE, etc.</div>						

<p>Plagiarism and cheating notice*</p>	<p>Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another's work as one's own is widely recognized as among the most serious violation. The violation is clearly flagrant when it occurs as plagiarism on a required paper or as cheating on an examination, including take-home as well as in class examinations.</p> <p>The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School.</p> <p>Cheating includes, but is not limited to:</p> <ol style="list-style-type: none"> 1. Plagiarism (explained below); 2. Submission of work that is not the student's own; 3. Submission or use of falsified data; 4. Unauthorized access to an exam or assignment; 5. Use of a stand-in for an exam; 6. Use of unauthorized material in the preparation of an assignment or during an examination; 7. Supplying or communicating unauthorized information to another student for use in an assignment or exam 8. Unauthorized collaboration on an assignment. Collaboration must be explicitly permitted by an instructor for it to be considered authorized. 9. Submission of the same work for credit in more than one course. <p>Plagiarism is the failure to indicate the source of work either with quotation marks or footnotes. The source can be a phrase, a graphic element, a proof, specific language, or an idea derived from the work of another person. Note that material on the web is another person's work and is therefore equally subject to the rules on plagiarism and cheating as any other source material.</p> <p>Cheating and/or plagiarism on an essay assignment will result in a failing grade (0 points) for that assignment. The essay in which the cheating occurs will <i>not</i> be excluded from the offending student's assignments included in grade calculations; the points for that essay zero (0) will be factored into the grade. Furthermore, the cheating student's final grade will be reduced one full letter grade. A cheating student's final grade will be impacted significantly. In addition, cases of cheating and plagiarism will be submitted to and reviewed by the Dean's Office; more severe penalties may be imposed up to and including expulsion from the Heinz School.</p> <p><i>Academic Dishonesty:</i> Students are expected to maintain the highest ethical standards inside and outside the classroom. Cheating on exams and term papers (i.e. plagiarism and unauthorized collaboration) is obviously discouraged and will be treated appropriately. The usual penalty for violations is a failing grade for the particular assignment in question; however, in some instances, such actions may result in a failing grade for the course.</p>
<p>Your Well Being</p>	<p>Take care of yourself. Do your best to maintain a healthy lifestyle this semester by eating well, exercising, avoiding drugs and alcohol, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress.</p> <p>All of us benefit from support during times of struggle. You are not alone. There are many helpful resources available and an important part of the college experience is learning how to ask for help. Asking for support sooner rather than later is often helpful.</p> <p>If you or anyone you know experiences any academic stress, difficult life events, or feelings like anxiety or depression, we strongly encourage you to seek support. Counseling and Psychological Services (CaPS) is here to help: call 412-268-2922 and visit their website at http://www.cmu.edu/counseling/. Consider reaching out to a friend, faculty or family member you trust for help getting connected to the support that can help.</p>