

## **Strategic Disruption: The Business of Digital Media**

Instructor: Tom Ohanian

COM 310-0001

Credits: 3 Credits

Swan Hall, Room 201

The University of Rhode Island

### **Course Synopsis:**

*Television* has long been an experience that is easily defined and understood. But today, the content consumption experience is redefining and disrupting every aspect of television. Is it “Television” or is it “Media and The Internet”? This course will outline the technology, business models, and the intricate relationships between content owners, service providers, and consumers. Along the way, the course will explore questions such as: Can the Pay-TV model last? Can Over-The-Top service providers maintain their content acquisition costs? Is the consumer in charge?

**Instructor:** Tom Ohanian is an Academy Award and three-time Emmy recipient for scientific and technical invention. He received his BS degree in Broadcast Engineering from Boston University, his Master of Science degree in Instructional Technology from Rhode Island College and his M.B.A. degree from the College of Business Administration at URI.

### **Syllabus Divided into the following sections:**

1. Definitions: TV, Pay TV, OTT, etc.
2. Company Classifications: Content Providers, Service Providers, and Disruptors
3. Technologies: Broadcast TV, Cable TV, Satellite, and OTT
4. Market Shares and Shifting Audiences
5. Today’s Headlines from various media outlets
  
6. Global Broadband and Device Penetration
7. Global IP traffic growth
8. IP Video traffic growth
9. M2M (Machine to Machine) growth
10. Behavioral changes
11. Today’s Headlines from various media outlets
  
12. The Economics
13. Organizational Complexity
14. Revenues & Obligations
15. Market Share: Gainers and Losers
16. Redux: Content Providers, Service Providers, Disruptors
17. The primary and secondary video markets
18. Electronic sell-through
19. Today’s Headlines from various media outlets
  
20. The Hyper Giants: Amazon, Apple, Facebook, Google
21. How do Hyper Giants influence and change Television?
22. Mobility: Growth, Trends, Demographics and Analytics

23. Who's watching and on what devices?
24. Today's Headlines from various media outlets
  
25. Industry Technology Trends
26. The Digital Media Supply Chain
27. Ingest-Transformation-Packaging-Distribution
28. Content Types, Data Sizes, Image Compression Basics
29. Definitions and Lexicon
30. Industry Developments and Introductions
31. Production and Post-Production Technologies
32. Consumption Technologies