COURSE OVERVIEW:

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 and production and financing paradigms to business and marketplace fundamentals (with a bit of practical theory thrown in for good measure).

COURSE OBJECTIVES:

- **Objective:** To critically examine and master the main economic models for commercial television production and distribution in the U.S.
  
  **Assessed Through:** Class discussion, in-class project and final exam.

- **Objective:** To become comfortable with the business complexities that regularly confront television creative and production executives.
  
  **Assessed Through:** Class discussion, in-class project and final exam.

- **Objective:** 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, the advertising market and syndication.
  
  **Assessed Through:** Class discussion and final exam.

- **Objective:** To understand how “backend” participation formulas actually play out in the real world and affect decisions to produce and/or distribute content.
  
  **Assessed Through:** Class discussion and final exam.

- **Objective:** To appreciate and become familiar with the day-to-day financial realities of TV development and production.
  
  **Assessed Through:** Class discussion, in-class project and final exam.

GUEST SPEAKERS:

I may have an occasional guest speaker, but no more than half of any one class. Speakers will only be presented if they have something interesting to say and are leaders in their fields. I do not believe in guests supplanting the main professor. However, if they can be a resource, we will use them.

READINGS:

ABSENCES/ 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 (above) or office phone (323) 790-8282.

GRADING:

1. Class Participation = 20% of Total Grade
   See guide to participation grading:

<table>
<thead>
<tr>
<th>Frequency and Quality</th>
<th>A Grade</th>
<th>B Grade</th>
<th>C Grade</th>
<th>D/R Grade</th>
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<tbody>
<tr>
<td>Attends class regularly and always contributes to the discussion by raising thoughtful questions, analyzing relevant issues, building on others’ ideas, synthesizing across readings and discussions, expanding the class’ perspective, and appropriately challenging assumptions and perspectives.</td>
<td>Attends class regularly and sometimes contributes to the discussion in the aforementioned ways.</td>
<td>Attends class regularly but rarely contributes to the discussion in the aforementioned ways.</td>
<td>Attends class regularly but never contributes to the discussion in the aforementioned ways.</td>
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2. In-Class Projects = 40% of Total Grade
3. Final Exam = 40% of Total Grade

GRADING GUIDELINES: The Heinz policy for grading is as follows:

- A+ 99.0 - 100% Exceptional
- A  94.0 - 98.9% Excellent
- A- 91.0 - 93.9% Very Good
- B+ 88.0 - 90.9% Good
- B  84.0 - 87.9% Acceptable
- B- 81.0 - 83.9% Fair
- C+ 78.0 - 80.9% Poor
- C  74.0 - 77.9% Very Poor
- C- 71.0 - 73.9% Minimum Passing
- R Below 71 pts (< 71%) Failing

HEINZ POLICY ON PLAGIARISM:

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 violations. 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. The punishment for such offenses can involve expulsion from the MEIM Program and Heinz School. Cheating includes, but is not limited to:

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/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.

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.

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 not 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 grade shall 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.
OUTLINE OF COURSE TOPICS
(Note: Class dates for topics may be approximate and order may change.)

PART I:  Overview & History

1. Intro, Goals & Ground Rules            First class:  October 10/23, 2015 – 10am
2. What is TV?  Forms, History, Regulation
3. Current Economic Pictures & Scope
4. TV in the Future

PART II:  Major Finance Models and Production Issues

5. The Different Revenue Models
   a. Free Broadcast
   b. Free Cable
   c. Pay/Subscription
   d. Domestic Syndication
   e. International Syndication
   f. Home Ent. & Digital
   g. Ancillaries
   First class (cont’d)

6. The Different Production/Financing Models
   a. Scripted “Deficit”
   b. Scripted “Co-Pro”
   c. Unscripted and its Various Forms
   Second class:  October 23, 2015 – 2:30pm

7. First Run Syndication Financing Models
8. Self-Production & Other Entrepreneurial Models
9. How Decisions Get Made
   a. License Fees and Budgets
   b. Other Factors Affecting Financing/Budgets
      (locations/unions/costs of funds)
   c. Making Up the Deficit
   Third class:  October 24, 2015 – 2:30pm

10. Issues For the Parties
    a. The Producer/Studio
    b. The Network/Buyer

PART III:  Distribution

11. The Market/Vertical Integration
12. The Advertising Markets
13. Sales Process for Syndication
14. Other Ancillary Markets and Revenue Sources
15. Digital Media Distribution and Issues
   Fourth class:  November 20, 2015 – 10am

PART IV:  Cash Flow and Contingent Compensation

16. General Background of Participation Cash Flow
17. Making Money Off of A Show as A Participant
18. Vertical Integration Issues
19. Monetizing Digital Media
   Fifth class:  November 20, 2015 – 2:30pm
   Sixth class: November 21, 2015, - 10am
PART V: Miscellaneous TV Economic Issues

20. Economics/History of Package Commissions
21. Overall Deals
22. Product Placements/Integrations & Revenue
23. Final Notes and Any Review

Sixth class (cont’d)

Final Exam – Week of November 30, 2015 (Time TBD)