Media Management and Artificial Intelligence - Understanding Media Business Models in the Digital Age 1st edition Connock Test Bank

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Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age

TEST BANK

NO ANSWERS

By Dr Alex Connock

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Chapters 1-4: Introduction and Media Business models and AI

1	**Which of these is NOT a likely reason why Artificial Intelligence will be significant to the media business in the next decade ?**
A	AI systems will continually improve recommendation algorithms and serve content to customers that they are likely to want to watch
B	AI will speed up edit processes, for instance with drag and drop video editing
C	AI systems will very soon write better movie scripts than humans can
D	AI-powered distribution technologies will make video compression more effective, enabling higher quality image transmission to homes

2	**What is usually the order of stages of value creation in the media business ?**
A	Production - distribution - development - monetisation
B	Development - monetisation - distribution - production
C	Development - distribution - production - monetisation
D	Development - production - distribution - monetisation

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3	**If a song is being performed on stage, who is least likely to have ownership stake in it ?**
A	The singer
B	The composer
C	The lyricist
D	The publisher

4	**Which of these is the most lucrative media franchise ?**
A	Jaws
B	Pokemon
C	Narcos
D	Batman

5	**If you had had $10,000 to invest in a movie, which would have turned out the best investment ?**
A	Top Gun: Maverick
B	Spiderman: Homecoming
C	Paranormal Activity
D	Gladiator

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6	**Why might a games company be nervous about using AI-created characters in its next big release ?**
A	Because the AIs might use the internet to jump beyond the game and replicate in other parts of the metaverse
B	Because it would be too expensive to create synthetic characters
C	Because the training data on which synthetic humans are created might be so large that the ownership of the resulting outputs might be uncertain
D	Because AI is not very good at creating realsitic human faces

7	**What percentage of the world's population are gamers ?**
A	5.8%
B	8.5%
C	35%
D	85%

8	**What percentage of gamers play on a smartphone ?**
A	9%
B	29%
C	59%
D	93%

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9	**Why might AI be useful in marketing a classic Broadway play by Tennessee Williams ?**
A	AI would be able to rewrite the play better than the original author
B	AI would be able to create text for hundreds of websites that would talk about the play in response to many different possible google searches, thereby increasing audience interest
C	AI would be able to take down negative newspaper reviews from the internet
D	AI would not be useful in marketing a play

10	**In advertising, what is dynamic content optimisation ?**
A	Writing content whilst on the move - for instance on a train
B	Machine-driven combination of content assets to best suit any given viewer in a digital marketing campaign
C	Quick fire news stories created by computers, for instance on financial news
D	Specialist journalists who are able to write new text very fast, for instance with sports results

Chapter 5: Games

1	**Which of these would NOT be a reason for Sony to sell a Playstation 5 unit for less than it cost to make ?**

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A	Because Japanese accounting rules require firms to put often absurdly high central overhead costs onto any unit sold.
B	Because the customer lifetime value of a box owner is driven by their long term subscription revenue, amongst other things.
C	Because the unit will drive future sales of games, which is where SONY really makes its money
D	Because competing with Xbox on the entry price could enable SONY to win overall market share in the games market

2	**Which of these was not true in 2021-22 ?**
A	Cloud gaming is growing but small
B	Cloud gaming is large but shrinking
C	Even the *New York Times* has bought games companies
D	Mobile gaming is growing, console sales shrinking,

3	**Why does the 60/40 split of revenues from a released game in favour of publishers reverse to 40/60 once the publisher's initial investment has been recouped ?**
A	Lawyers in games are notorious for over-complicating the business arrangements
B	Publishers need to be compensated for the risk they took with favourable rates until they achieve recoupment of their initial investment. After that, the developer has a claim to higher shares, based on their creative input

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C	As long as the recoupment percentages add up to 100 overall, the split doesn't make any difference to any participant
D	It's important for games developers to get the larger share of early revenues from a game, and for the publishers to wait until later stages to get back their investment

4	**Which of these was least likely to be the main reason that Microsoft bought Call of Duty publisher Activision Blizzard in 2022 ?**
A	So that it could stop Call of Duty being playable on the rival Playstation platform, even if the US regulators tried to stop it doing that
B	So that it could secure a flow of new titles for its cloud gaming plans and XBox
C	Because Microsoft appreciates the economics of the games publishing business and thought Activision was a compelling economic proposition in its own right
D	Because Activision makes good games

5	**Why is it risky to be an independent games development studio ?**
A	Cash flowing games investment can put a serious financial strain on the business
B	Titles produced might not succeed in the market, thereby causing the studio to write off its entire investment
C	Small studios may not have either the technical and creative development budgets or marketing budgets to build franchise titles
D	All of the above

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6	**Why does Epic Games allow games developers to use its Unreal Engine 5 software for free until they make $1m in revenues from a game ?**
A	Epic was founded by a team of religious people who believe in putting charity ahead of business ?
B	Epic is so profitable that it doesn't need to make any more money
C	This is in effect a low-cost marketing investment, where free software incentivises developers to use Epic's platform, and Epic has upside if games titles released using Unreal succeed
D	Epic knows that software piracy is so rife in the industry that its software will be used for free anyway even if it doesn't give it away.

7	**What's NOT the normal purpose of a 'games design document' ?**
A	To make sure there is a solid plan for every aspect of a game before it goes into expensive production
B	To satisfy publishers and investors that a game idea is an investable proposition
C	To put the document on the internet at the pre-production stage, and crowd-source design concepts and characters from a huge universe of potential gamers
D	To codify the characters and game play for the large number of designers who might end up working on the game

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Answer: C

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Answer: D

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Answer: C

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Answer: C

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Answer: C

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Answer: A

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Answer: D

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Answer: C

8	**What would NOT be a reason why games publishers like having their games made into TV shows and movies ?**
A	Because they get paid a licence fee for use of their copyright material
B	Because the shows and films are promotional of the game itself to a wider potential audience
C	Because a successful TV show spun out of a game franchise could extend its commercial life
D	Because games developers have so much money that it's cost efficient for them to invest in movie cameras and other equipment

Answer: D

9	**What is franchise extension in the games industry ?**

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