

# Section 4: The Business of Media

Content Area: **21st Century Life & Careers**  
Course(s): **TV Media II**  
Time Period: **Semester 2**  
Length: **3 weeks**  
Status: **Published**

## Unit Introduction

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The entertainment industry or the business of media is first and foremost a business. There are several systems that operate within the industry. Behind the sets and studios, are business professionals who make this industry run. They combine business savvy, artistry and a love of entertainment to develop the creative ideas needed to launch and promote brands and to make them successful. We will learn and discuss how the systems operate to create and distribute the content, how revenue is generated and how to operate as a professional within those systems.

## Standards

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## Essential Questions

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How do films and TV shows generate revenue?

How do streaming services earn revenue?

How do creative professionals earn an income?

What role do agents and managers play in creative professionals earning an income?

What role do distributors play in revenue generation?

How are films and TV shows financed?

What role do studios and networks play in the monetization of creative content?

What role does advertising play in TV revenue?

## **Content / Skills**

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Students will have a basic understanding of the different systems for the creation and distribution of content.

Students will be able to identify the unions, agents and managers, and their role in the employment of creative professionals.

Students will be able to track how revenue generated by content makes its way to the content creators.

Students will understand how films and television shows are financed.