# Streaming Project Spring 2024

**Topic:** Discuss and investigate the "Streaming Wars"

**Points: 20**

**Presentation Dates:** *May 7th & May 14th* (3 per day)

**Presentation Time:** 21-24 minutes

**Groups:** 6 groups of 3

## Schedule:

**Group Members:** Before *April 2nd,* 6 groups of 3, select ONE captain.

**Choice Selection:** Emails for top 3 requests beginning at 12:30pm on Tuesday, April 9th.

**Email presentations:** All presentations are emailed before 8:00am on Tuesday, May 7th. Even if you're presenting on the 14th.

## Streaming Services to Cover:

- Netflix
- Hulu
- Disney+
- Max
- Amazon Prime Video
- Peacock
- FAST (Tubi, Pluto, etc)
- AppleTV+
- Paramount+
- Open to others

## Main Topics to Cover:

1. Use:
    a. All the text supplied throughout the semester.
    b. Variety.com and Hollywood Reporter – see syllabus for free link.
    c. Research your own.
2. Origins of service - monthly cost, yearly budget, any other operating costs etc.
    a. Who is the service geared towards?

  b. How much are they spending on content?

  c. What is their reach?

3. Interface on app

  a. Sign up for a free trial!

  b. Don't forget to cancel!

  c. Tell us about it. Compare to one other.

4. News coverage

  a. What is said about the service – good, bad, etc.

5. Highlights

  a. Best shows/Notable programming (cost?)

  b. Ratings/subscribers or some other metric of success or failure

  c. Any issues or problems or game changing decisions?

    i. Small Example: Disney+ crashed on Day 1, bet big on streaming and….

    ii. Example: Max – day & date releases began in 2021, what's happened?

    iii. Paramount+ - deal with South Park creators? 1883?

6. Most important elements to the service

7. Use the Industry, Institutions and Audiences aspect throughout.

  a. What is the equation for this app?

8. Opinion:

  a. Will the service survive? Why or why not?

  b. Is it a good service? Worth the cost?

  c. Should I spend my money on this service?

9. Feel free to explore other elements not covered.

## Mandatory:

- Please put footnotes and sources on the slide with any information
  - *Sources: Wikipedia is not a source!*
- Use terms from the texts.
- Create a handout for subjects you didn't cover, didn't have time to cover.
  - Make it pretty if possible.
  - Maybe put the essentials that you don't want to waste time on.

## Notes:

- You are judged individually and as a group. Work with or without each other.
- Split the work evenly amongst your group.
- Presentation should have a unifying flow and theme
- Rehearse and Time Your Work, Use Index cards.
- Videos – total of 3 minutes as samples, use video saver apps. DO NOT RELY on YOUTUBE to stream while giving your presentation.
- CLIPGRAB – to save youtube videos.