

**ENT-1015: Spring 2024**  
**Content Monetization in the Digital Era**

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**Class: Tuesday 3:00 to 6:10pm**  
**Google Classroom Link: TBA**

**Instructor:** [Gaurav Shrinagesh](#)

**Credits:** 2

**Office Hours:** TBD

**Course Overview:**

We live in a world where information and content have emerged as powerful entities that shape our daily lives and influence our decisions. The course, "The Evolution of Content Businesses in the Digital Age," will explain to the students the journey of the history of content, explain the dynamics of how content drives creativity, delve into the changing business models of content businesses, understand the deep impacts of ethics on business and society and explore the future prospects of content businesses in the digital age and potential impacts through AI. Every business has a story to tell and understanding impacts of these stories will enable students to have the tools to better prepare themselves in the world of business. **The present global environment makes it critical for students and professionals to gain a deep understanding of the architecture of content and why it is important for professionals to be equipped with the tools to navigate business with a clear view on narratives.**

**Course Objectives:**

On completion of the course, students will:

1. Understand the Historical Tapestry to gain a holistic understanding of how content businesses have evolved over time
2. They would have dissected the inner workings of content businesses, exploring monetization models employed by businesses in today's changing consumers ecosystem and markets
3. Delve into the profound impacts of technology on content creation, distribution and consumption
4. Grasp the need for ever changing business models as technology advances including subscription services; data driven marketing.
5. They will have gained a deeper understanding of the impact of ethics on content dissemination.
6. Finally, they will have gain insights into what the future might hold for content businesses

**Target Participants:**

1. This course is designed for students who are intrigued by the vast universe of content businesses and curious about the world of content.
  - Students who seek to work in publishing, content creation or the OTT business
  - Students who seek to join media start-ups and/or to be entrepreneurs
  - Students with a general interest for the world of content

**Course Methodology:**

This course will blend conceptual rigor with practical insights. The teaching methods will include lectures, discussions, case studies, guest lectures and a group project. Students will be encouraged to engage with real-world scenarios and contribute their perspectives on how technology and changing business models are shaping the content business landscape

**Organization of the Class:**

**Proposed Grading:**

1. Class Participation and Attendance: 40 % (**absence in more than 2 sessions without prior TA consent will lead to zero marking**). Class doors close on the dot and no entry post start of class. Classes also end on the dot unless with participant consent
2. Final Group Project: 50%
3. Peer rating:10%

**Assignment Descriptions:**

Attendance & Participation (20%): To be marked according to the standard ENT department rubric. (An explanatory paragraph by the TA will be circulated before the course starts)

Final Group Project (50%):

1. Content Campaign Analysis and Strategy
  - Analyze a real-world content campaign by a company or organization or institution
  - Present the effectiveness of the campaign, targeting, messaging, and distribution channels.
  - Propose a revised content strategy with creative ideas for improvement.
  - Develop multimedia content, such as videos, articles, infographics, social media etc of your choice
2. Future of Content: Speculative Content Creation
  - Imagine the future of content creation, distribution, and consumption.
  - Create prototypes or mock-ups of innovative content formats, platforms, or technologies that could emerge in the coming years.
3. A Project of the student’s choice which will be measure on content; creativity and format

Peer Rating (10%):A google form will be distributed after each assignment to all group members to peer review their teammates.

**Course Outline and Tentative Schedule:**

**\*\*SYLLABUS IS SUBJECT TO CHANGE BY INSTRUCTOR, W/T ADVANCED NOTICE\*\***

Session	Topic	Sub-Topics
1.	<b>Introduction</b>	<ol style="list-style-type: none"><li>1. Explore the concept of oral traditions as the earliest form of communication where knowledge and stories were passed down through spoken words, drawing, songs, music and performances.<ul style="list-style-type: none"><li>• Transition to the era of manuscripts &amp; recorded music as a way of recording information</li></ul></li><li>2. The invention of the printing press by Johannes Gutenberg in the 15th century and its revolutionary impact on information dissemination</li><li>3. Impact on Information Access on Society<ul style="list-style-type: none"><li>• Discuss the democratization of knowledge due to the printing press, highlighting how this technology contributed to the spread of scientific knowledge, religious reformations and the rise of literacy</li></ul></li><li>4. Explore the cultural and societal transformations brought about by the printing press, such as the rise of nationalism, standardization of languages, and the spread of ideas</li><li>5. The Content Business Models of the 21st. century, looking at the book publishing and music industries</li></ol>

		<ul style="list-style-type: none"> <li>• Transition to digital formats: eBooks, audiobooks, online articles; Blogs; Podcasts; P2P etc</li> <li>• Rise of self-publishing and democratization of content creation</li> <li>• Current state of publishing and music industries worldwide</li> <li>• Key players, trends, and challenges</li> <li>• The role of the internet, digital media, and streaming platforms</li> <li>• Changing consumer behaviors and expectations</li> </ul>
2	<b>Unleashing Creativity through Content &amp; Guest Lecture</b>	<ol style="list-style-type: none"> <li>1. Introduction to Content &amp; Creativity <ul style="list-style-type: none"> <li>• Define content and creativity</li> <li>• Importance of creativity in content creation</li> </ul> </li> <li>2. Understand Creativity <ul style="list-style-type: none"> <li>• Content in the Digital Age: Challenges and Opportunities</li> <li>• Identifying personal creative strengths and challenges</li> <li>• Techniques to overcome creative blocks</li> </ul> </li> <li>3. Content Types and Strategies <ul style="list-style-type: none"> <li>• Exploring different content formats (written, visual, audio, etc.)</li> <li>• Effective storytelling for engaging content</li> <li>• Aligning content with target audiences and goals</li> </ul> </li> <li>4. "Viral Content Success" <ul style="list-style-type: none"> <li>• Analyzing a successful viral content campaign</li> <li>• Key factors contributing to its success</li> <li>• Takeaways for students' own content creation</li> <li>• Cultivating a creative mindset</li> <li>• Tips for brainstorming and ideation sessions</li> <li>• Incorporating feedback and iteration into the creative process</li> </ul> </li> <li>5. "Breaking Barriers with Innovative Content" <ul style="list-style-type: none"> <li>• Examining a case of content that challenged conventions</li> <li>• How creativity pushes boundaries and drives impact</li> </ul> </li> <li>6. Engaging Audiences through Creativity <ul style="list-style-type: none"> <li>• Understanding audience preferences and interests</li> <li>• Using emotional appeal and relatability in content</li> <li>• Leveraging user-generated content and audience participation</li> <li>• Pitching creative ideas and receiving feedback</li> <li>• Peer review and constructive criticism session</li> </ul> </li> </ol>
3	<b>The Business of Content: Driving Scale &amp; Guest Lecture- Pankaj Makkar, MD- Bertelsmann India Investments (TBC)</b>	<ol style="list-style-type: none"> <li>1. Publishing/ Music Business Models <ul style="list-style-type: none"> <li>• Publisher-author relationships (Principal Agent relationships)- Publishing &amp; Music</li> <li>• Self-Publishing; Peer to Peer music and Digital Disruption</li> <li>• Rise of self-publishing platforms and democratization of content creation</li> <li>• E-commerce and direct-to-consumer models</li> </ul> </li> <li>2. Content Creation and Monetization Models <ul style="list-style-type: none"> <li>• Monetization models: advertising, subscriptions, pay-per-view, freemium</li> </ul> </li> </ol>

		<ul style="list-style-type: none"> <li>• Cases:</li> <li>• Spotify Model for Music/Audio</li> <li>• Netflix's subscription-based model for original content</li> </ul> <ol style="list-style-type: none"> <li>3. Subscription Models <ul style="list-style-type: none"> <li>• Rise of subscription-based platforms for books, articles, and multimedia content e.g.</li> <li>• Kindle Unlimited; Audible</li> <li>• Impacts on author compensation and content accessibility</li> </ul> </li> <li>4. Scaling and Growth Strategies <ul style="list-style-type: none"> <li>• How do successful content companies transform their ideas in this ecosystem</li> <li>• Study the impact of venture capital investment for content startups</li> </ul> </li> </ol>
4	<b>Ethics and Content</b>	<ol style="list-style-type: none"> <li>1. Ethical Considerations in Content <ul style="list-style-type: none"> <li>• Addressing plagiarism and originality</li> <li>• Responsible content creation in a diverse world</li> <li>• Ensuring content respects copyright and intellectual property rights</li> <li>• Challenges of piracy, digital rights management, and fair use</li> </ul> </li> <li>2. Publishing's Influence on Society, Politics, and Religion <ul style="list-style-type: none"> <li>• Print Revolution and Social Change <ul style="list-style-type: none"> <li>○ Spread of ideas, reformation, and religious movements</li> <li>○ Enlightenment and the impact on governance and society</li> </ul> </li> <li>• Political impacts and Press Freedom <ul style="list-style-type: none"> <li>○ Role of publishing in shaping political ideologies</li> <li>○ Historical examples of censorship, activism, and revolution</li> </ul> </li> <li>• Religious Texts and Publishing <ul style="list-style-type: none"> <li>○ Printing of religious texts and their cultural impact</li> <li>○ Sacred texts and their dissemination across cultures</li> </ul> </li> </ul> </li> <li>3. Global Impact and Ethical Considerations <ul style="list-style-type: none"> <li>• Cultural Exchange and Globalization <ul style="list-style-type: none"> <li>○ Music and publishing as tools for cultural diplomacy- The rise of Hip Hop</li> <li>○ Balancing preservation and innovation</li> </ul> </li> <li>• Ethics in Content Creation and Distribution <ul style="list-style-type: none"> <li>○ Addressing fake news, misinformation, and censorship</li> <li>○ Ethical challenges in music sampling and copyright</li> </ul> </li> <li>• Social and Political Implications <ul style="list-style-type: none"> <li>○ Role of publishing and music in social movements</li> <li>○ Navigating cultural sensitivities and controversial content</li> </ul> </li> </ul> </li> <li>4. Content's Role in Shaping Social and Political Narratives <ul style="list-style-type: none"> <li>• Content as a Tool: Contemporary Examples <ul style="list-style-type: none"> <li>○ Historical leaders' use of content and media to influence public opinion</li> <li>○ Contemporary political narratives in the digital age</li> </ul> </li> <li>• Social Media and Political Activism <ul style="list-style-type: none"> <li>○ The role of social media in organizing movements and protests</li> <li>○ Digital activism and the spread of social and political ideas</li> </ul> </li> <li>• Content's Influence on Societal Attitudes and Behaviors <ul style="list-style-type: none"> <li>○ How media shapes cultural norms, stereotypes, and attitudes</li> <li>○ Addressing issues of representation, diversity, and inclusion in content</li> </ul> </li> </ul> </li> </ol>

		<p>5. Cultural and Societal Implications:</p> <ul style="list-style-type: none"> <li>• Cultural and societal implications of widespread content creation, including challenges related to misinformation and the need for digital literacy.</li> <li>• Green publishing: reducing the carbon footprint of digital content</li> </ul> <p>6. Ethical Considerations in AI-Powered Publishing</p> <ul style="list-style-type: none"> <li>• Transparency and accountability in AI systems</li> <li>• Addressing biases and misinformation</li> <li>• Adapting to Change: The Publishing Industry in the AI Era <ul style="list-style-type: none"> <li>○ Skill sets and roles in an AI-centric publishing landscape</li> <li>○ Collaboration between human and AI creators</li> </ul> </li> </ul>
5	<b>The Future of Content- Unprecedented Transformations &amp; Guest Lecture – TBC</b>	<p>1. The Future of Publishing and Content</p> <ul style="list-style-type: none"> <li>• The dynamic nature of the content industry</li> <li>• The significance of anticipating and adapting to future trends</li> </ul> <p>2. Content Creation Revolution: Impact of AI</p> <ul style="list-style-type: none"> <li>• The role of AI in content creation: automated writing, video generation, art, music etc.</li> <li>• Hyper-Personalization and Deep Engagement <ul style="list-style-type: none"> <li>○ Tailoring content to individual preferences and emotions</li> <li>○ Interactive AI-generated stories that adapt to readers' emotions</li> </ul> </li> <li>• The Metaverse and Content Immersion (45 minutes) <ul style="list-style-type: none"> <li>○ The concept of the metaverse and its impact on content consumption</li> <li>○ Full sensory content experiences in the metaverse, merging VR, AR, and AI</li> </ul> </li> <li>• Emergence of Virtual Content Creators (20 minutes) <ul style="list-style-type: none"> <li>○ Rise of virtual influencers and AI-generated content personalities</li> <li>○ Unheard-of concept: AI personalities co-creating content with human creators</li> </ul> </li> <li>• Collaborative and Shared Content Universes (30 minutes) <ul style="list-style-type: none"> <li>○ Building interconnected content universes across media and platforms</li> <li>○ Unheard-of concept: Shared content metaverse where creators and audiences coexist</li> </ul> </li> </ul>
6	<b>Group Project Presentations</b>	Groups will present their creations

**Faculty Details:**

Gaurav Shrinagesh is the Chief Executive Officer of Penguin Random House India (Penguin Random House is the world’s largest trade book publisher. With a presence in six continents, Penguin Random House comprises book publishing businesses in more than 20 countries worldwide. With over 16,000 new titles and more than 700 million print, audio and e-books sold annually, Penguin Random House’s publishing lists include more than 80 Nobel Prize laureates and hundreds of the worlds most widely read authors.) and has held this prestigious position for over a decade. He is a visionary CEO and transformation catalyst with expertise across media sectors and regions for one of the world’s largest media and education companies. In his illustrious career he headed the acclaimed India integration of Penguin and Random House with a comprehensive three-year period of sustained business transformation and has built from ground up the digital strategy of the publishing company.

**STANDARD COURSE POLICIES**

***Academic Honesty and Plagiarism:***

The best learning communities are characterized by a commitment to integrity in academic standards and professional conduct. Students are expected to understand and abide by the campus Code of Academic Integrity. I will be using the Turn-it-in software provided by the university to detect plagiarism. If the software detects plagiarism in your work, you will lose the entire grade component for that assignment and depending on whether this is the first time or a repeat offense, the citation of plagiarism (that includes copying in an examination) will be reported to the Office of Academic Affairs. Please make sure you are well versed with what constitutes plagiarism and how to avoid it. For example, copying verbatim and including the citation in the references is still plagiarism. Similarly, circulating the same essay for different courses is plagiarism. There are no acceptable excuses for failure to maintain academic honesty.