# Final Test - Inside Media and Entertainment

*Correct answers are in bold.*

## Course Objectives

1. Name media and entertainment customers
2. Identify different types of media and entertainment providers
3. Recall media and entertainment products and services
4. Recognize important executives within media and entertainment companies
5. Identify the challenges facing the media and entertainment industry

## Question #1 – Products and Services

Course Objective Met: OBJ#3

**Which term describes streaming video accessed over the internet? Select the correct answer.**

Subscription TV

**Over-the-top TV**

Linear TV

Direct TV

## Question #2 – Industry Challenges

Course Objective Met: OBJ#5

**Which segment of the media and entertainment industry was the first to be disrupted by digital technology? Select the correct answer.**

**Music**

Television

Advertising

Publishing

## Question #3 – Customers

Course Objective Met: OBJ#1

**Which is considered a customer of media and entertainment companies? Select the correct answer.**

**Advertisers**

Publishers

Regulators

Enterprises

## Question #4- Products and Services

Course Objective Met: OBJ#3

**What is the name given to companies that work with websites, mobile apps and advertisers to display digital advertising? Select the correct answer.**

**Ad servers**

Digital agencies

Agency networks

Ad agencies

## Question #5- Providers

Course Objective Met: OBJ#2

**Which are providers of media and entertainment products and services? Select all that apply.**

**Advertising companies**

**Movie theaters**

**Radio stations**

Audiences

## Question #6 – Industry Challenges

Course Objective Met: OBJ#5

**What is a challenge the advertising industry is facing today? Select the correct answer.**

**Growth of digital advertising fraud**

Increase in virtual reality

Decrease in mobile advertising

Decrease in social media advertising

## Question #7 – Executives

Course Objective Met: OBJ#4

**What are some of the activities that a television network President oversees? Select all that apply.**

**Program development**

**Production**

**Programming**

Advertising sales

## Question #8 – Products and Services

Course Objective Met: OBJ#3

**Which term is used to describe the release of movies for distribution? Select the correct answer.**

**Windows**

Theaters

Cinemas

Promotion

## Question #9 – Industry Challenges

Course Objective Met: OBJ#5

**Which is an important growth area for the video game industry today? Select the best answer.**

**Virtual reality**

PC-based gaming

Video graphics

Console-based gaming

## Question #10 – Executives

Course Objective Met: OBJ#4

**Which executive is responsible for a company’s websites and mobile apps? Select the best answer.**

**SVP, Digital Media**

EVP, Production

Network President

EVP, Advertising Sales