



# Industry Chat: Media & Entertainment

September 2017

Robyn Ettinger, Student Advisor

Melissa Nowaczyk, Employer Services

MBA Career Management

# Agenda

- Media & Entertainment (M&E) Industry
- Hiring Data
- The Job Search
- Q & A

# M&E Team: MBA Career Management

**ROBYN ETTINGER**  
STUDENT SERVICES



## Career Advice

- Self-assessment & decision making
- Networking
- Industry Insight
- Resumes, Cover Letter & Interview Prep

## Corporate Relationships

- Develop employer outreach strategy with RRM

## Programming

- Develop programs for students interested in M&E

**MELISSA NOWACZYK**  
EMPLOYER SERVICES



## Corporate Relationships

- Strategize best recruiting approach for variety of employers
- Co-manage employer relationships with Career Advisor
- Manage recruiting events

## Student Support

- Assist students with logistics of on-campus interview process, job board postings, etc.



Collaborate with professional clubs and research centers, including M&E Club and the Sports Business Club

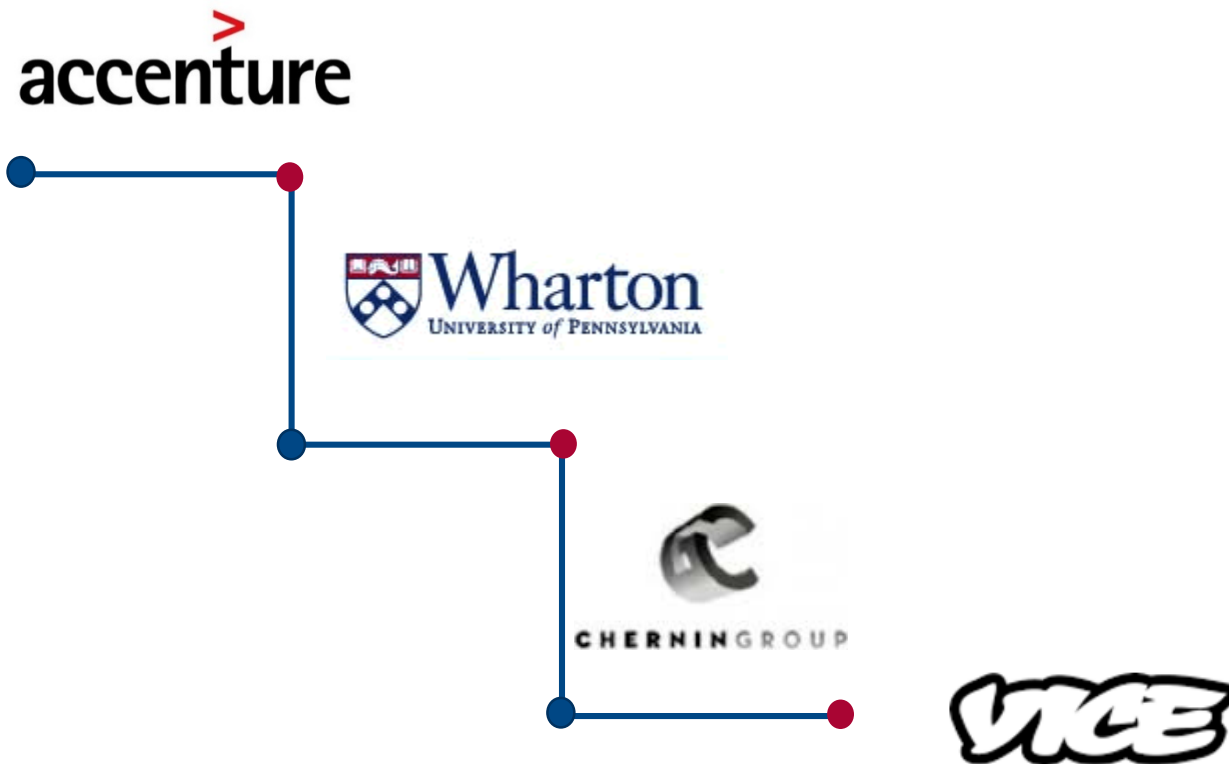
# Supporting Your MBA-Level Job Search



Abby Stewart, WG17

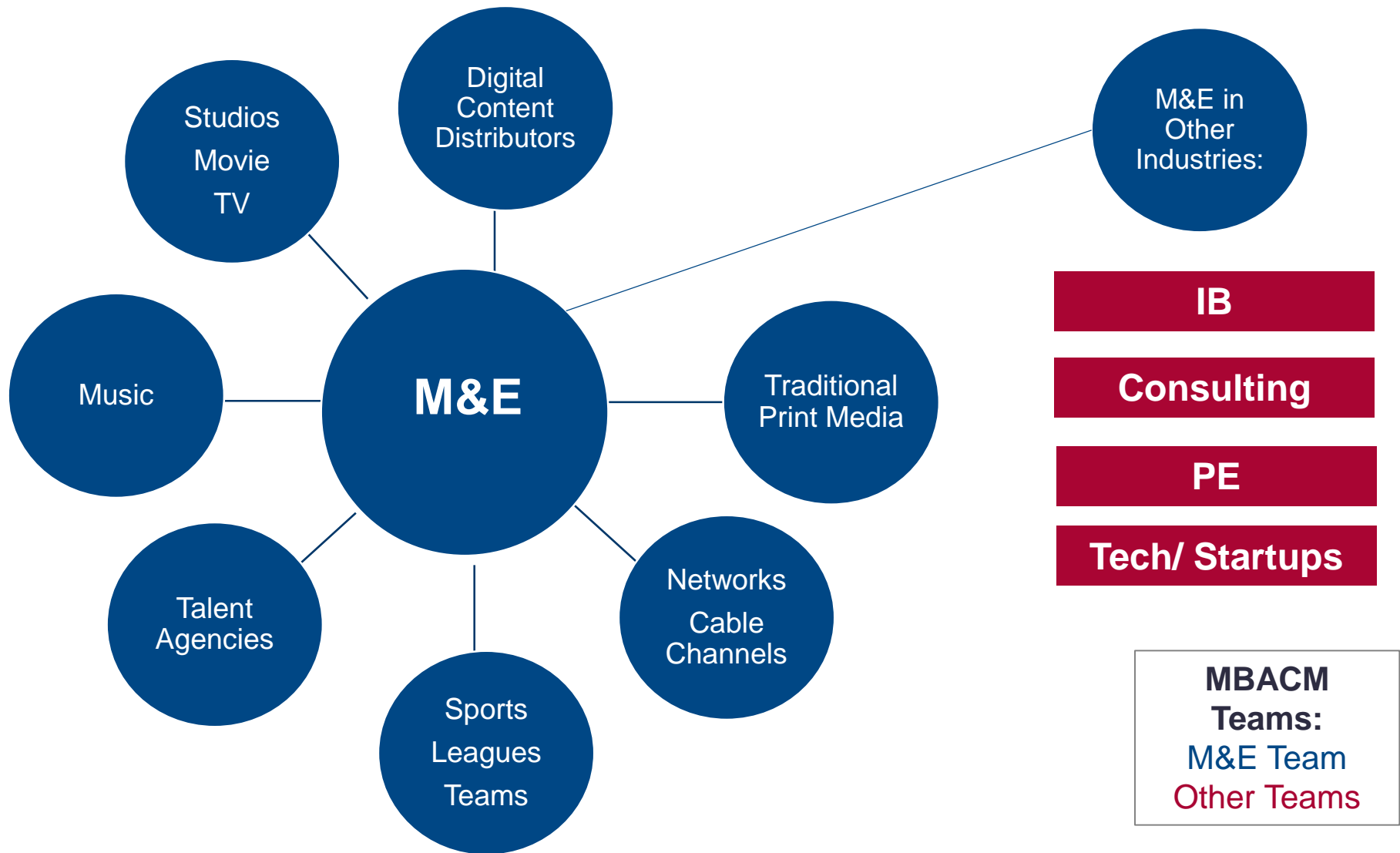
Undergraduate Institution: Princeton University

Pre-Wharton: Accenture



# Industry Overview

# M&E Industry Overview: Subsectors



# M&E: Industry Trends & Terms

|                         |                             |   |                                |
|-------------------------|-----------------------------|---|--------------------------------|
| Streaming vs. Broadcast | Non-Linear Content Delivery | Artificial Intelligence is Getting Creative | Curated Content                |
| Cord Cutting            | Virtual and Mixed Reality   | Advertising & Analytics                     | International Film Market      |
| PVOD                    | Disney Streaming            | Green-lighting                              | Global Sports Analytics Market |

# M&E: Keeping Up with Trends...

- [Deadline](#) – Hollywood and media news & analysis
- [The Hollywood Reporter](#) – Online and print trade magazine
- [Variety](#) – Online entertainment trade magazine
- [Business Insider – The Wire](#) – Blog focused on media and business
- [Billboard](#) – A well-respected trade magazine focused on music
- [Box Office Mojo](#) – news, analysis and comprehensive box office tracking
- [Mediabistro](#) – daily digest every day “Morning Media Newsfeed”
- [Recode](#) – news, reviews and analysis in tech and media
- [Redef](#) – interest remixes for industries including media and sports



# M&E: Key Company Relationships



# M&E: Roles

## Business Development

**Responsibilities:** Partnerships– identify new partners, negotiate deals; expand relationships with current partners

**Companies:** Comcast, Sony Music, Sony Pictures, Warner Bros., Legendary, Disney

## Corporate Development

**Responsibilities:** M&A – identify target acquisitions or investments; oversee deals

**Companies:** Comcast, Media Rights Capital, Lionsgate, Reuters

## Corporate Strategy

**Responsibilities:** Strategic Planning at the corporate or business unit level; understand and frame business problems digital and physical

**Companies:** Glideslope (now CSM Advisory), NBA, Time Warner, NBCU, Viacom, Warner Bros.

# M&E: Roles

## Product/Brand Marketing

**Responsibilities:** Define markets and growth drivers

**Companies:** Electronic Arts, Comcast, NFL, NBCU, Disney

## Associate (Investing)

**Responsibilities:** Investment – identification, analysis, execution of deals

**Companies:** Media Rights Capital, Chernin Group, Raine Group, Evolution Media Capital

## Other Functions

- Business Analytics
- Business Ops
- Content Acquisition
- Corporate Finance
- Digital Distribution
- Product Manager
- Rotational Programs
- Sales
- Supply Chain

# M&E: Summer Internship Case Studies



**Eric Taitz,  
Co-Pres of M&E Club**

- **Before Wharton:** TMT IB at BAML, Content Planning & Analysis at Netflix
- **At Wharton:** Board Member of M&E Club & Wharton Sports Business; GUIDE Mentor, Tennis
- **Internship:** NBA



**Jared Horvitz,  
Co-Pres of M&E Club**

- **Before Wharton:** Strategy & Analytics, and Ticket Resale at Live Nation Entertainment
- **At Wharton:** Board Member of M&E Club; Member of several clubs: Wharton Sports Business, Finance, and PE/VC Club
- **Internship:** The Raine Group



**Andrew Sinnenberg,  
Co-Pres of WSBC**

- **Before Wharton:** Finance & Strategic Ops at Spartan Race, Inc.
- **At Wharton:** Leadership Fellow, Several clubs including: Wharton Sports Business, Basketball, Entrepreneurship, Finance, M&E, PE/VC, and Squash Club
- **Internships:** North Castle Partners (PE focused on Health, Wellness & Active Living Sectors)

# M&E: Career Pathways

## CONSULTING AND MEDIA



### Abhijay Prakash WG05

**Currently:** Focus Features (Universal), Chief Operating Officer

**Post-Wharton:** BCG (Media Practice)

**At Wharton:** Nickelodeon & Universal, MBA Intern

**Pre-Wharton:** Artisan Entertainment

## BANKING AND MEDIA



### Jay Levine WG07

**Currently:** Warner Bros, EVP, Business and Strategic Planning, WB TV

**Post-Wharton:** Disney, Corporate Strategy

**At Wharton:** Disney, MBA Intern

**Pre-Wharton:** ESPN, Bear Stearns

## MEDIA



### Courteney Monroe WG97

**Currently:** National Geographic, CEO

HBO, EVP of Consumer Marketing and Digital Platforms

**Post-Wharton:** American Express, Marketing Manager

**Pre-Wharton:** BBDO

# M&E: Wharton Alumni



**Ari Tan** – VP, Strategy & Business Development  
**Megan Lerchenmuller**- Sr. Director, Revenue Strategy, The Americas



**Jenn Kettlich** – Manager, Corporate Finance  
**Meghan Maro** – Director, Corporate Brand Management  
**Curtis Johnson**- Associate, Brand Development



**Meredith Hassett**- Rotational Leadership Development Program Associate  
**Samantha Weisz**– Director, Hispanic Strategy



**Adam Herr** – Head of Digital Distribution, LATAM and Canada  
**Edward Han** – SVP, Digital Distribution



**Ryan Romer**- Senior Manager, Content Acquisition



**Akshay Khanna** – Vice President of Strategy



**Jeehae Lee** – Director of Business Strategy

TOPGOLF



**Aaron Telch** – Director, Strategy and Business Development

# M&E: Is It For You?

## SKILLS



Skill vary widely by position:

- M&A
- BD / Negotiation
- Strategy
- Financial analysis
- Marketing

## EXPERIENCE



Previous experience varies widely by position:

- Consulting
- Investment Bank
- M&E
- Technology
- Digital
- Consumer Products
- Advertising
- Marketing and/or brand management

## SOFT SKILLS



Soft Skills apply to all positions:

- Passion for M&E
- Relationship skills, sensitive to “ego”
- Communication
- Patience in studio culture, promotions are slow
- High risk profile to wait for the offer

# Hiring Data



# M&E: Accepted Internship Offers, Summer 2017

\*Preliminary Data as of 7/31/17



# M&E: Internship Offers, Summer 2017

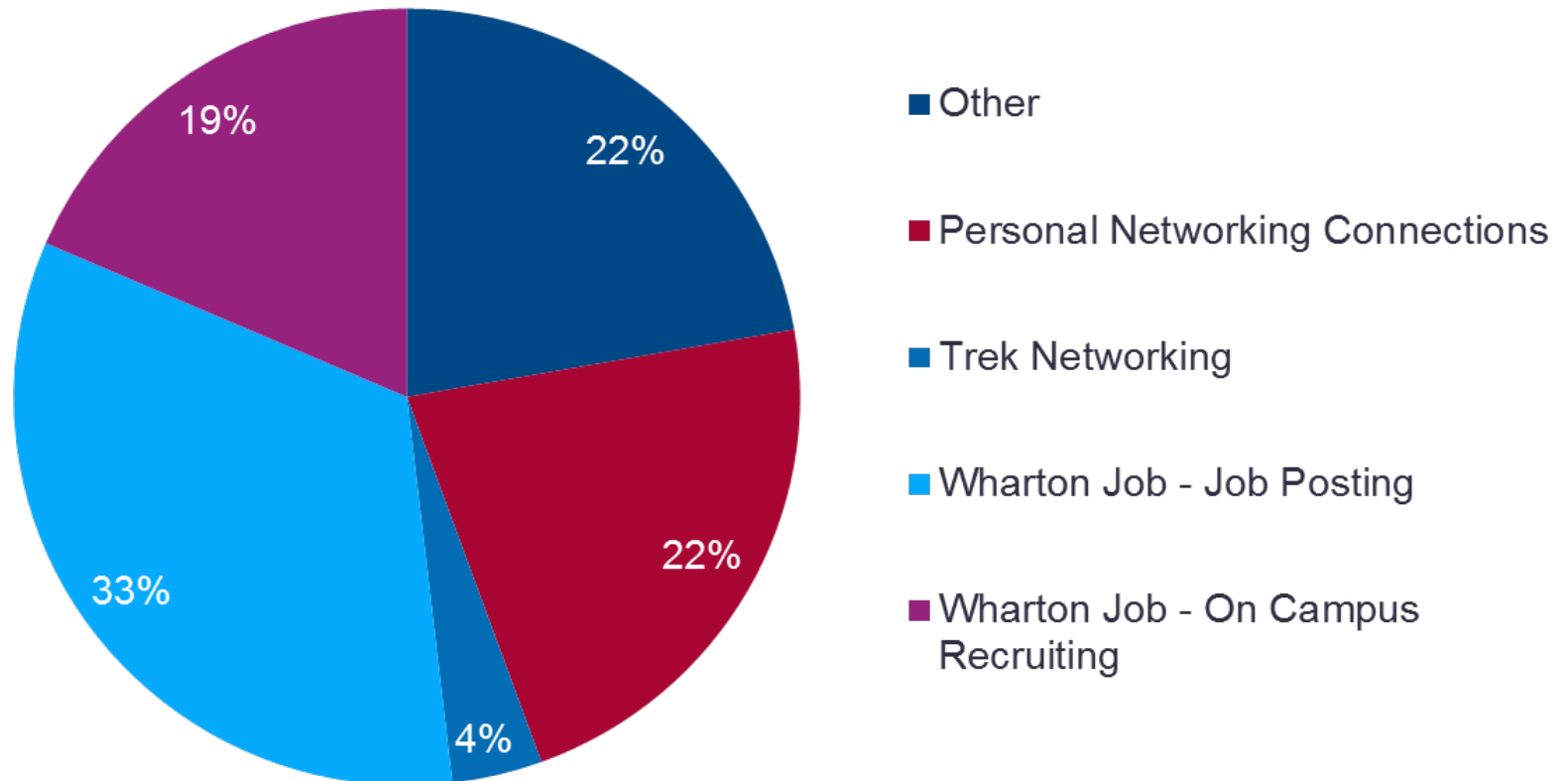
\*Preliminary Data as of 7/31/17

| Company                                      | Function                                      | Company                         | Function                              |
|--|---|---------------------------------|---------------------------------------|
| 3G CAPITAL – Restaurant Brands International | Other   | Media Rights Capital            | Business Development                  |
| Amazon Studios                               | Operations/Production Management/Supply Chain | National Basketball Association | Consulting/Strategy                   |
| <b>American Airlines, Inc.</b>               | Consulting/Strategy                           | NBCUniversal                    | Analytics/Data Science                |
| <b>Blizzard Entertainment</b>                | Consulting/Strategy                           | <b>Paramount Pictures</b>       | Other                                 |
| Comcast Corporation                          | Consulting/Strategy                           | Princess Cruises                | Consulting/Strategy                   |
|  | Business Development                          | Scripps Networks                | Business Development                  |
| <b>Electronic Arts, Inc.</b>                 | General/Project Mgmt/Mgmt Development         | Southwest Airlines              | General/Project Mgmt/Mgmt Development |
| Fandango                                     | Consulting/Strategy                           | The Chernin Group               | Private Equity                        |
| Fatherly                                     | Product/Brand Marketing                       | The Raine Group                 | Investment Banking                    |
| Glideslope                                   | Business Development                          |                                 | Private Equity                        |
| Hilton Worldwide                             | Consulting/Strategy                           | The Walt Disney Company         | Consulting/Strategy                   |
|  | Operations/Production Management/Supply Chain |                                 | Corporate Finance (Analysis/Treasury) |
|  | Product/Brand Marketing                       | Time, Inc.                      | Business Development                  |
| Hoshino Resort Co., Ltd.                     | Real Estate                                   | Turo                            | Entrepreneurial Management            |
| Las Vegas Sands Corp.                        | Consulting/Strategy                           | Universal Music Group           | Consulting/Strategy                   |
| Marriott International, Inc.                 | Product/Brand Marketing                       | Washington Nationals            | Analytics/Data Science                |

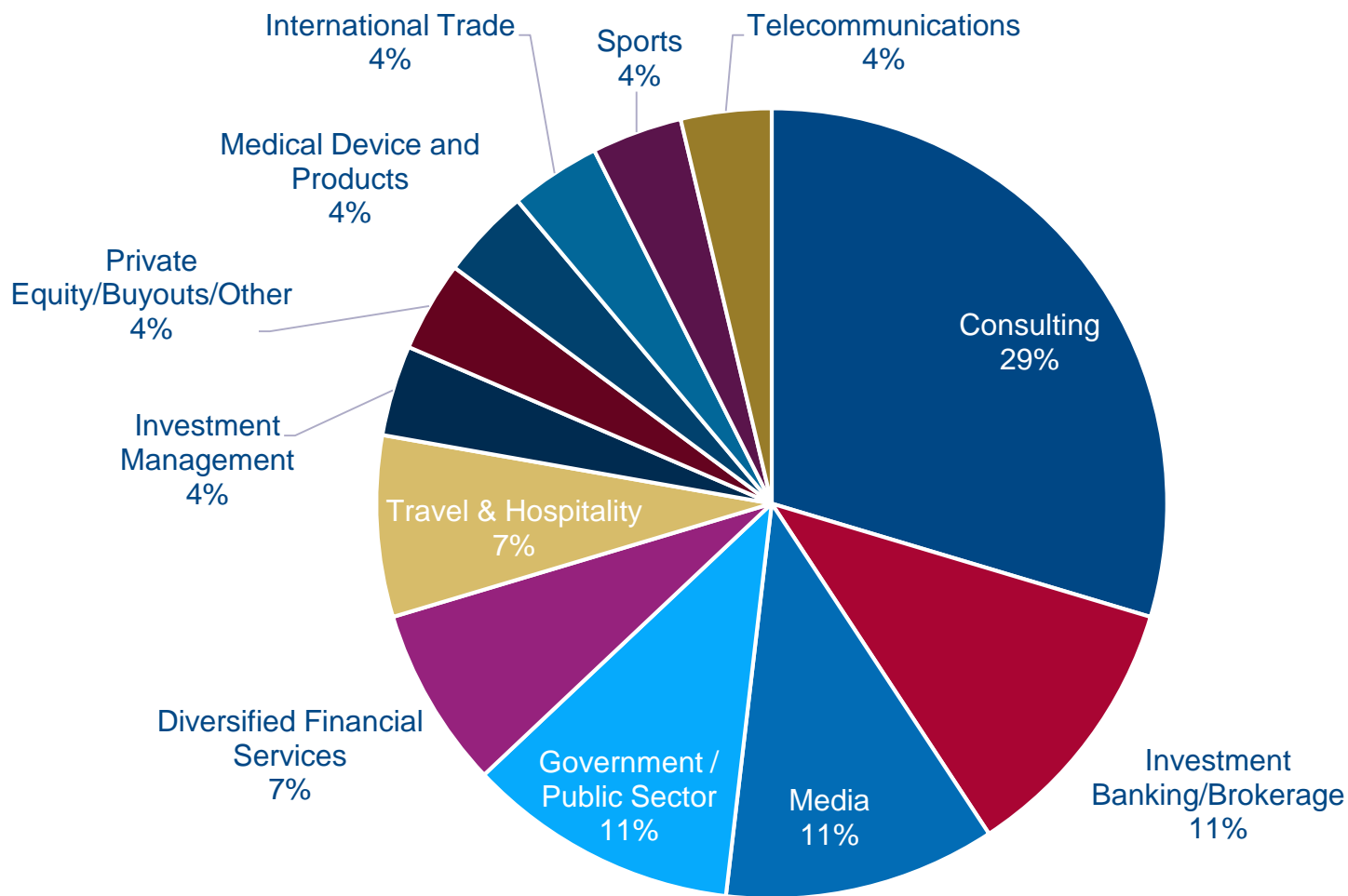
Bold = Sponsored Students

# M&E: Source of Internship Offers, Summer 2017

\*Preliminary Data as of 7/31/17



# M&E: Pre-MBA Experience for Accepted Internships, Summer 2017



# M&E: Salary & Timing Data

\*Preliminary Data as of 7/31/17

## Class of 2017, Full-time Yearly Median

Median: \$131,250

25%: \$120,000

75%: \$140,000

Range: \$115,000 – \$150,000

## Class of 2018, Internship Monthly Median

Median: \$6,000

25%: \$4,333

75%: \$7,800

Range: \$400 – \$12,500/ month



# The M&E Job Search

# Two Strategies = Two Skillsets

## MATURE

- Follow structured process and timeline
- Be ready for **when** an opportunity is available
- Prepare for and attend “formal” recruiting events
- Market your candidacy and differentiators
- Conduct on-campus interviews
- Manage heavy recruiting schedule in fall/winter

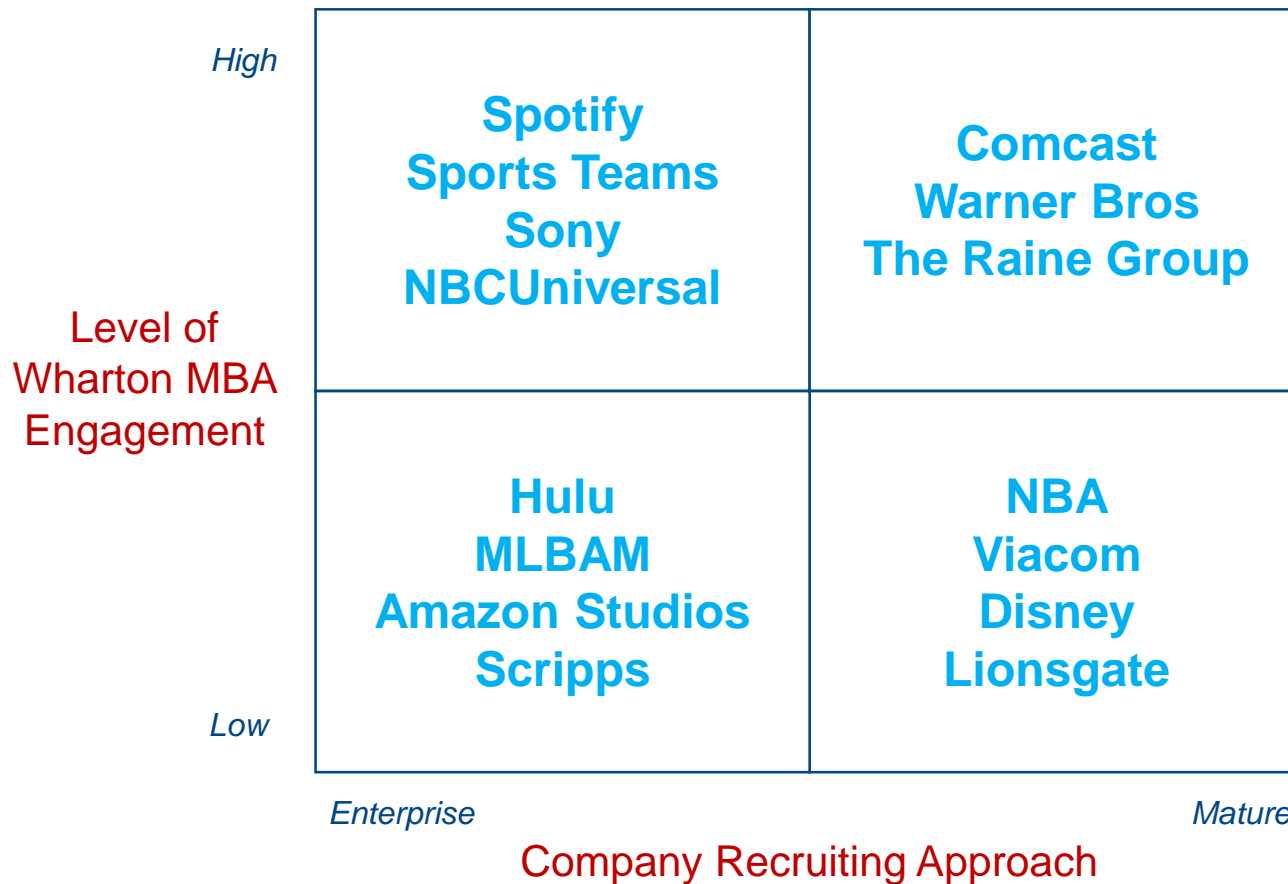
## ENTERPRISE

- Navigate unstructured process and timeline
- Be ready **if** an opportunity becomes available
- Prepare for multi-format networking opportunities
- Proactively build & leverage network, pitch solutions and employment opportunities
- Travel to companies and recruiters
- Sustain recruiting efforts throughout the year

Tailor your strategy to the company/role to ensure recruiting success

# M&E: Mature/Enterprise Industry Landscape

Things aren't always black & white within one industry





# M&E Recruiting: Timing of Key Events

| August  | September  | October                                     | November                             | December   | January                                       |
|---|--|---|--------------------------------------|--|---|
|   | Work on your Resume<br><br>MBACM Resume Book 9/11 (feedback) | EISs begin: 10/23<br><br>FY Net. Expo 10/30 | EISs cont.<br><br>Sports Biz Trek NY | Submit Applications for FRP Interviews<br><br>Interview Prep | M&E LA Trek: 1/3 – 1/5<br><br>FRP: 1/8 – 1/12 |
| <b>Network</b>  |  |   |                                      |  |   |
| February  | March  | April                                       | May                                  | June   | July-Sept.                                    |
| Interviews<br><br>Receive Offer   | Interviews<br><br>Receive Offer                              | Interviews<br><br>Receive Offer             | Report your offers                   | Rock Your Internship   |   |
| <b>Network</b>  |  |   |                                      |  |   |
| M&E NY Trek   | Sloan Sports Analytics Conference<br><br>NY Expo             | MBA M&E Conference                          |                                      |  |   |

# Wharton Resources

## CAREER TREKS

### M&E East Coast

- New York
- Ex. Scripps, ESPN, BuzzFeed, Sony Music, Showtime

### M&E West Coast

- Los Angeles
- Ex. Disney, WB, Lionsgate, Sony Pictures, Hulu, MRC, EMC, Netflix

NY Sports Business Trek

## MBACM

- Media Industry Page
- Resume Book Training
- Developing a Great Pitch
- Navigating Enterprise Recruiting
- Interview Prep Session
- Power Dinner

## CLUBS

M&E Club  
Sports Business Club

### MBA MEC Conference

- Spring
- New York

Sloan Sports Analytics Conference

- March 2018

Lunch and Learns  
Local sports team outings




Get Involved:

- Join M&E Club
- Join Sports Biz Club
- 1st Year Director Roles
- Conference Planning
- Annual Treks: New York, Los Angeles

# Media Industry Page

QUICK LINKS ▾ NEWS CONTACT US LOCATIONS ▾ WHARTON HOME PENN 🔍

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Home Job Search Resources Recruiting Calendar & Policies About MBACM

JOB SEARCH RESOURCES ▸ Research ▸ Research by Industry ▸ Media & Entertainment

|                              |
|------------------------------|
| Self Assessment              |
| Research                     |
| Networking                   |
| Resumes                      |
| Applications & Cover Letters |
| Interviews                   |
| Offer Management             |
| On the Job                   |

## Media & Entertainment

### Industry Overview

The M&E Industry has been experiencing a significant transformation while at the same time maintaining strong elements of its studio culture. M&E sectors include film, television, music, sports, print media, gaming, theme parks, content distribution, and consumer products associated with M&E brands. Current trends and development in the M&E industry include digital distribution, developing new monetization models as consumers prefer online to DVD viewing, improving predictive models, and data analytics.

The following functions are typical MBA roles:

- Analytics
- Business Development
- Corporate Development
- Corporate Strategy
- Digital Distribution
- Product Management

### Resources

- [The Hollywood Reporter](#) – This is the primary M&E trade magazine
- [Tech Crunch](#) – The go-to blog about Technology; including content on digital impact on media
- [Variety](#) – This trade magazine is well- respected in M&E
- [Box Office Mojo](#) – Top 60 U.S. feature films for weekend, international weekend box office by country

[MBACM Site](#) → [Research Tools](#) → [Research by Industry](#) → [Media and Entertainment Industries](#)

# Next Steps and Resources

- **Online**

- Set up your CP profile – include Media to receive emails
- Make your company list
- Use offer directory and talk to 2Ys
- Use SPIKE + LinkedIn to identify Alumni for networking when ready/ later-timed
- Use the M&E Industry Page to start your research

- **Workshops**

- Resume Book Training (Submit resume for feedback by Sept. 11, 2017)
- Developing a Great Pitch

- **One on one advising**

- Set up an appointment with Robyn via CareerPath
- Pop in for office hours (Robyn: Tuesdays 3 -4 & Wednesdays 3-4)

***Read emails from MBACM for important information  
on upcoming events and deadlines***

Questions?

# Contact Information

## Wharton MBA Career Management

50 McNeil Building, 3718 Locust Walk, 215-898-4383

Website: <http://mbacareers.wharton.upenn.edu/student>

General Email Inquires: [mbacareers@wharton.upenn.edu](mailto:mbacareers@wharton.upenn.edu)

## MBACM M&E Team

Robyn Ettinger, Career Advisor

[ettingr@wharton.upenn.edu](mailto:ettingr@wharton.upenn.edu)

Melissa Nowaczyk, Recruiting Relationship Manager

[mnowa@wharton.upenn.edu](mailto:mnowa@wharton.upenn.edu)

## M&E Club Presidents

Eric Taitz: [ericmax@wharton.upenn.edu](mailto:ericmax@wharton.upenn.edu)

Jared Horvitz: [jhorvitz@wharton.upenn.edu](mailto:jhorvitz@wharton.upenn.edu)

## Sports Biz Club Presidents

Matei Daian: [mdaian@wharton.upenn.edu](mailto:mdaian@wharton.upenn.edu)

Andrew Sinnenberg: [asinn@wharton.upenn.edu](mailto:asinn@wharton.upenn.edu)

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