

PROJECT PROPOSAL

A NEW AGE TV NETWORK

1. Executive Summary

The idea behind the company *Suburbia Production* is to create a YouTube-based entertainment network, where young people can find various series to watch. Suburbia Production was created to encourage the change of how young people consume media, more specifically with a concentration on the generation Z. The mission is to create honest and fun but in the meantime serious content to entertain and inspire young people to be a better version of themselves with topics such as Fashion, Environment, Daily Lifestyle, Food, Health and much more. Furthermore, Suburbia Production is an Austria based organisation and for this reason, it is going to be a German speaking channel in order to make a change in the German-based YouTube industry.

2. Statement of Need

Suburbia Production will be the mother of different sub-series that deal with various topics. In order to be able to realise this project more than one person is needed. More specifically two people will work together as the main team. By working closely together in fields such as management, finances and moreover other basic tasks that have to be done for a structured platform. Additionally, to this main team, there will be more people involved in this company to be able to create enough content. So, in this case, the team will do collaborations with several influencers where they will have to solve a specific task by video content.

3. Project Description

Through the usage of YouTube as the main platform, the work should discuss in detail the history of TV and how it has established over the years to what it is now. Furthermore, YouTube as a new streaming platform should be analysed and compared with other streaming platforms such as Netflix. A question that has to be considered here is how YouTube changed the TV industry and further, how Netflix changed it as well. Last but not least, it should include a little analysis of how the future of TV could look like and what possibilities are still in this sector.

The first series under Suburbia Production will be *Suburbia Talk*, where it is all about people's opinion about music, meaning that there will be short sessions where people answer basic questions about music. For example, what their favourite artists is, how they consume music or what they love specifically about music. This would allow upraising artists to gain attention or it would give people the possibility to talk about what they love. The main goal is to get this series so far to be as significant as another radio station. Since this topic is an important one in the entertainment industry, it will be further analysed in this written work. Additionally, it should be argued about if it is still important for an uprising artist to get featured on radio or if it is also possible to get attention without the support from a radio station.

The next series that will be established is *Suburbia Sessions*. Basically, this will be about small concerts in various locations. So, the focus here will be mainly on the artist and giving artists the opportunity for a platform to show their music and further to give them time for a little interview. In this case, it can be written about the music industry in general and how it works for independent artists to be heard.

Overall, Suburbia Production will closely work with EVEN Music Group, meaning that EVEN's signed artists can play for example for the Suburbia Sessions and moreover, will be interviewed for the series Suburbia Talk. Apart from this, EVEN Music Group's artist will be synced on various videos that will be published on the mother channel Suburbia Production. This, on the other hand, creates another option to discuss the topic Publishing.

4. Time Management

As one can clearly see in the following the whole project is divided into four varying phases. The first one basically is about the planning of the total project including topics such as brainstorming, strengthening the team and specifying goals. Secondly, the following phase will cover basic research techniques to analyse the market specifically including analysis like competitor analysis, SWOT-analysis or PEST-analysis. The third phase is more about academic writing in order to assist and empower the work. Finally, during the last phase, the concentration will be dedicated to the preparation for the presentation and final touches for the written work will be made.

	Task	Start	End
Phase 1	Brainstorming, clarifying idea, finding name, strengthen team, specify goals	1. May 2019	12. May 2019
Phase 2	Researching market: Market Analysis, Competitor Analysis, SWOT-Analysis, PEST-Analysis	13. May 2019	26. May 2019
Phase 3	Tools to support work in general: Interviews w. Professionals, Literature, References, Videos, Online Poll	27. May 2019	27. June 2019
Phase 4	Writing, Presentation Preparations	28. June 2019	28. July 2019

5. Organisation Details

This project will be supported by various webpages such as MusicBusinessWorldwide, BBC, MusicWeek, NME, RollingStone, TheGuardian, Telegraph and more. Additionally, it will be a significant part to find assisting literature at the UWTSD library and in various books like for example 'History of Television' by Ann Gray, 'YouTube Optimisation' by Tom Martin, 'Wireless Radio: A History' by Lewis Coe, 'The Art of Music Publishing' by Helen Gammons or 'Music: The Business' by Ann Harrison. In order to be able to get into detail or rather provide personal opinions, various people from the industry will be interviewed.

6. Conclusion

In short, this project will deal with several topics from the entertainment industry. It will not only be about the music industry in general but moreover, will include statements and research from the TV and Radio industry. Further, this work will elaborate on these specific industries considering the history, present and the possibilities of the future. Altogether this work will be assisted by different books, webpages, and interviews, which will be contrived to get more information and most essential it will strengthen the work through personal opinions from professionals.