Job Search Competencies

- On-the-Job Success
- Self-Assessment and Clarifying Goals
- Process Management
- Industry and Company Research
- Building a Target List
- Networking
- Interviewing
- Cover Letter Writing and Email Outreach
- Resume Writing
- Personal Brand and Pitch
- Offer Management

Master the Competencies to Master Your Job Search

Wharton
Agenda

• Industry Overview
• 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

AMANDA RIVERA
EMPLOYER ENGAGEMENT

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
M&E: MBACM Supports Your Job Search

- Personalized Job Search Strategy
- Company & Contact List Review
- Industry Support
- Collateral Review
- Outreach Game Plan
- Interview Prep
- Offer Management
Industry Overview
M&E Industry Overview: Subsectors

M&E

- Studios Film/TV
- Digital Content Distributors
- Traditional Print Media
- Networks Cable Channels
- Music
- Talent Agencies
- Sport Leagues & Teams & More

M&E in Other Industries:
- IB
- Consulting
- PE
- Tech/Startups

MBACM Teams:
- M&E Team
- Other Teams
M&E: Industry Trends

- Fast-Growing Revenue Segments (VR, OTT & Ads)
- Legalized Sports Gambling
- 5G Evolving
- M&A: Content Consolidation
- Growth of Data Consumption
- Streaming Services Looking at Traditional Media
- Publishers & Digital Outlet Relationships
- Addressable TV
- Digital OOH (Out-Of-Home)
- XFL & Football Start-ups
- #MeToo – Media, Sports & Entertainment
- Players Model to Entrance
M&E: Keeping Up with Trends…

- **Sports Business Daily** – Main Sports Biz industry report
- **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 & Functions

### Business Development

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

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

**Summer Internship Project Example:**
“Improved club revenue by 15% ahead of next season by creating a variably priced revenue model, analyzing primary sales, secondary resale and broker channel ticketing data, and simulating sales performance.”

### Corporate Strategy

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

**Companies:** NBA, Time Warner, NBCU, Viacom, Warner Bros.

**Summer Internship Project Example:**
“Spearheaded project to determine if NYT should build out video production capabilities to support Marketing and Advertising divisions; main activities included work-planning, story-lining, and conducting analyses and competitive research; presented to head of brand and got agreement around recommendation to hire in-house animator.”

### Corporate Development

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

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

**Summer Internship Project Example:**
“Conducted due diligence for a $10M+ investment in the eSports sector, developed strategic rationale and financial model for new lines of business, and presented key findings to company executives.”
M&E: Roles & Functions

**Product/Brand Marketing**

**Responsibilities:** Define markets and growth drivers

**Companies:** Electronic Arts, Comcast, NFL, NBCU, Disney, Madison Square Garden

**Summer Internship Project Example:**
“Developed go-to-market strategy for MSG venue app, including pre-download marketing strategy and post-download engagement strategy; presented to VPs of Marketing Operations and Corporate Development and members of App team.”

**Associate/Investing**

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

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

**Summer Internship Project Example:**
“Managed screen of 30+ online sports gaming platforms and facilitated discussions with 5 potential targets for acquisition or partnership to enhance current portfolio company offerings and increase subscribers.”

**Other Functions**
- Business Analytics
- Business Ops
- Content Acquisition
- Corporate Finance
- Digital Distribution
- Product Manager
- Rotational Programs
- Sales
- Supply Chain
M&E: Career Pathways

**CONSULTING AND MEDIA**

**Abhijay Prakash, WG05**

Currently: DreamWorks Animation (NBCU), Chief Operating Officer

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

**TECH AND MEDIA**

**Jim Bankoff, WG96**

Currently: Chairman & CEO of Vox Media

Post-Wharton: AOL

Pre-Wharton: Local Media, CNN
M&E: Wharton Alumni

**Viacom**

Alex Stein (WG11) – Senior Director, International Strategy & Business Development, Enterprise Transformation
Ari Tan (WG12) – VP, Strategy & Business Development
Teerna Khurana (WG13) – VP, Content Distribution Strategy

**Netflix**

Larry Tanz (WG99) - VP, Content Acquisition
Chitavan Pandya Patel (W02) – Director, Content FP&A
Robert DeSocio (W11) – Manager, Content Planning & Analysis

**Hulu**

Rekha Barua (WG15) – Manager, Content Planning & Analysis
Ryan Romer (WG16) – Senior Manager, Content Acquisition
Paul Sacchetti (W02) – VP, Head of Subscriber Partnerships

**YouTube**

Matthew Matthaey (WG17) – Product Strategy & Operations Lead
Anjali Malik (WG13) – Manager, Product Partnerships
Tage Howerton (WG11) – Principal, Strategy

**Disney**

Robyn Lurie (WG07) – Strategy & Business Development Consultant @ Movies Anywhere
Meghan Maro (WG09) – VP, Corporate Brand Management
Lilly Zhong (WG16) – Product Manager

**Comcast**

Meredith Hassett (WG16) – Corporate Partnerships & Investments, Digital Enterprises at NBCU
Clayton Thomas (WG12) – VP, Strategy Business Planning
Samantha Weisz (WG14) – Senior Director, Hispanic Strategy
M&E: Wharton Alumni

Samantha Engelhardt (WG16) – NBA Team Marketing & Business Operations (TMBO)
Eric Sherman (WG15) – Senior Director, Strategy, NBA G-League/Global Innovation
Alexandra Nicola (WG00) – Associate VP, Data Strategy

Jonathan Katz (W05) – Director, Corporate Strategy & Business Development
Blake Stuchin (W04) – VP, Digital Media Business Development

Casey Brett (WG15) – Director, Strategy & Innovation

Akshay Khanna (WG15) – Head of Partnerships – NFL, NBA and NHL

Jeehae Lee (WG15) – Director of Business Strategy

Aaron Telch (WG14) – VP, Strategy and Business Development

Samir Mayur (WG09) – VP, Business Operations

Devi Mahadevia (WG09) - Head of Live Sports Programming (North America)
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 2018

*Preliminary Data as of 8.31.18
**M&E: Companies that Made Internship Offers, Summer 2018**

*Preliminary Data as of 8.31.18*

### Media, Sports & Entertainment Companies

- Amazon Studios
- Bullpen Sports Network
- CBS Interactive
- Comcast Corporation
- Creative Arts Agency
- Entercom
- FloSports
- Madison Square Garden
- National Football League
- NBCUniversal
- Netflix

- New York Times
- The Chernin Group
- Thomson Reuters
- Universal Pictures
- Viacom, Inc.
- Warner Bros. Entertainment, Inc.
- Washington Nationals
M&E: Internship Summer 2018 Offers, By Function

*Preliminary Data as of 8.31.18

- Business Development, 30%
- Consulting/Strategy, 30%
- Product/Brand Marketing, 6%
- Operations/Production Management/Supply Chain, 6%
- General/Project Mgmt/Mgmt Development, 6%
- Corporate Finance (Analysis/Treasury), 3%
- Other, 3%
- Private Equity, 3%
- Product Development/Structuring, 9%
- Analytics/Data Science, 3%
- Corporate Finance (Analysis/Treasury), 3%
M&E: Pre-MBA Experience for Summer 2018 Internships

Consulting 40%
Government / Public Sector 12%
Diversified Manufacturing 4%
Diversified Advertising & Public Relations Services 4%
Diversified Financial Services 4%
Healthcare: Providers / Insurers 4%
Investment Banking/Brokerage 4%
Investment Management 4%
Media 4%
Retail 4%
Sports 4%
Technology: Software 4%
Private Equity/Buyouts/Other 4%
Education 4%
Retail 4%
M&E: Offer Timing Data

*Preliminary Data as of 8.31.18
M&E: Source of Internship Offers, Summer 2018

*Preliminary Data as of 8/1/2018

- Wharton Job - Job Posting: 43%
- Personal Networking Connections: 24%
- Wharton Job - On Campus Recruiting: 13%
- Other: 11%
- Trek Networking: 3%
- Career Fair: 3%
- Wharton Alumni Contact: 3%
M&E: Companies that Sponsor International Students

<table>
<thead>
<tr>
<th>Media, Sports &amp; Entertainment Companies That Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Activison Blizzard (Gaming)</td>
</tr>
<tr>
<td>• Raine Group (Banking)</td>
</tr>
<tr>
<td>• Walt Disney</td>
</tr>
<tr>
<td>• Thomson Reuters</td>
</tr>
<tr>
<td>• Warner Bros</td>
</tr>
<tr>
<td>• A&amp;E</td>
</tr>
<tr>
<td>• Adidas</td>
</tr>
<tr>
<td>• CBS Interactive</td>
</tr>
<tr>
<td>• EA</td>
</tr>
<tr>
<td>• FreeWheel</td>
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<tr>
<td>• Hulu</td>
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<tr>
<td>• Lionsgate</td>
</tr>
<tr>
<td>• MSG</td>
</tr>
<tr>
<td>• Media Rights Capital</td>
</tr>
<tr>
<td>• Netflix</td>
</tr>
<tr>
<td>• NY Times</td>
</tr>
<tr>
<td>• Nike</td>
</tr>
<tr>
<td>• Oath (Yahoo!)</td>
</tr>
<tr>
<td>• Riot Games</td>
</tr>
<tr>
<td>• Paramount</td>
</tr>
<tr>
<td>• Scopely</td>
</tr>
<tr>
<td>• Sony Music Entertainment</td>
</tr>
<tr>
<td>• Spotify</td>
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<tr>
<td>• StubHub</td>
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<tr>
<td>• The Chernin Group</td>
</tr>
<tr>
<td>• Viacom</td>
</tr>
<tr>
<td>• Vox Media</td>
</tr>
<tr>
<td>• YouTube</td>
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</tbody>
</table>
## M&E: Salary Data

*Preliminary Data as of 8.31.18*

<table>
<thead>
<tr>
<th>Class of 2019, Internship Monthly Median</th>
<th>Class of 2018, Full-time Yearly Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median: $5,200</td>
<td>Median: $140,000</td>
</tr>
<tr>
<td>25%: $3,500</td>
<td>25%: $130,000</td>
</tr>
<tr>
<td>75%: $7,800</td>
<td>75%: $150,000</td>
</tr>
<tr>
<td>Range: $1,500 – $14,083/ month</td>
<td>Range: $85,000 – $175,000</td>
</tr>
</tbody>
</table>
The M&E Job Search
Two Strategies = Two Skillsets

MATURE – Be ready for *when* an opportunity is available.
- Structure and process
- “Formal” Events
- Stand out from the crowd
- On-Campus interviews
- Heavy fall/winter recruiting

ENTERPRISE – Be ready *if* an opportunity becomes available.
- Unstructured
- Multiple types of events
- Build and leverage your network
- Pitch solutions and make opportunities
- Year-round recruiting
M&E: Mature/Enterprise Industry Landscape

Things aren’t always straightforward within one industry.

<table>
<thead>
<tr>
<th>Level of Wharton MBA Engagement</th>
<th>Company Recruiting Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Enterprise</td>
</tr>
<tr>
<td>High</td>
<td>Mature</td>
</tr>
</tbody>
</table>

- Spotify Flyers
- Comcast Warner Bros
- Hulu
- Amazon Studios
- Netflix
- NBA
- Viacom/ Paramount
- Disney
- MSG
- NFL

Wharton MBA Engagement Level
- High
- Low
# M&E Recruiting: Timing of Key Events

<table>
<thead>
<tr>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work on your Resume</td>
<td>MBACM Resume Book 9/10 (feedback)</td>
<td>EISs begin: 10/22</td>
<td>EISs cont.</td>
<td>Submit Applications for FRP Interviews</td>
<td>M&amp;E LA Trek</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FY Net. Expo 10/29</td>
<td>Sports Biz Trek NY</td>
<td>Interviews</td>
<td>FRP: 1/10-1/18, 1/25</td>
</tr>
</tbody>
</table>

**February**
- Interviews
- Receive Offer
- M&E NY Trek

**March**
- Interviews
- Receive Offer
- Sloan Sports Analytics Conference

**April**
- Interviews
- Receive Offer
- MBA M&E Conference

**May**
- Report your offers

**June**
- Rock Your Internship

**July-Sept.**

Network:
- NY Expo
- Sloan Sports Analytics Conference
- MBA M&E Conference
- Report your offers
- Rock Your Internship

---

**Network**

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**Network**

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## Wharton Resources

### CAREER TREKS
- **M&E East Coast**
  - New York
  - Ex. HBO, 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**
  - MSG, NFL and NBA

### 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**
  - March 2019, New York

- **Sloan Sports Analytics Conference**
  - March 2019, Boston

- **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 & Entertainment

INDUSTRY OVERVIEW
The Media & Entertainment (M&E) industry is comprised of many subsectors including film, TV, sports, music, gaming, theme parks, content distribution and acquisition, and M&E brand/franchise management. The industry has been experiencing a significant transformation while at the same time maintaining strong elements of its studio culture. Current trends, development and challenges in the M&E industry include studio and network consolidation, the crowding of the content ecosystem, the emergence of MVPDs (virtual multichannel video programming distributors), focus on virtual and augmented reality, and continued focus on the importance of strong predictive models and data analytics.

Typical functional roles for MBAs include:
- Consulting/Strategy
- Business Development
- Corporate Finance
- General Management
- Analytics/Data Science
- Operations/Production Mgmt/Supply Chain
- Other

RESOURCES
One of the most important elements to being part of the M&E industry is staying on top of industry trends and having an opinion about them. Here are a few of the top recommended resources to follow:

- The Hollywood Reporter – This is the primary M&E trade magazine
- TechCrunch – The go-to blog about Technology, including content on digital impact on media
Next Steps and Resources

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

• Attend Workshops
  – Resume Book Training (Submit resume for feedback by Sept. 10)
  – Develop Your Pitch (Sept. 25 & 26)

• 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
Contact Information

Wharton MBA Career Management
Website: http://mbacareers.wharton.upenn.edu/student
General Email Inquiries: mbacareers@wharton.upenn.edu

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Questions?