

Chapter 8 Assessment

Review Marketing Concepts

Write the letter of the term that matches each definition. Some terms will not be used.

- ___ 1. Distributing a movie nationally to a thousand or more theaters at the same time
- ___ 2. Films outside the mainstream of popular subjects, often made by independent filmmakers
- ___ 3. Allows iPods to be connected to speakers that project the music throughout a room
- ___ 4. A way of distributing multimedia files over the Internet for playback on computers
- ___ 5. Oval-shaped outdoor theaters with tiered seating around a central staging area
- ___ 6. A means of distributing an event to a large volume of people
- ___ 7. The release of a film to a limited number of theaters prior to its official release
- ___ 8. A business structure in which one company controls several different areas of the same industry
- ___ 9. An economic system that allows the unregulated supply and demand of products to drive the economy
- ___ 10. A digital audio encoding and compression software designed to greatly reduce the amount of data required to represent audio
- ___ 11. Controls the marketing mix and governs the distribution of professional games, including the location and number of teams
- ___ 12. An amendment in 1972 to federal education law that prohibits discrimination against females in school sports

- a. amphitheaters
- b. art-house movies
- c. cartel
- d. docking station
- e. free enterprise
- f. league agreement
- g. mass media
- h. movie preview
- i. MP3
- j. platforms
- k. podcast
- l. Title IX
- m. venue
- n. vertical integration
- o. wide release

SPORTS & ENTERTAINMENT MARKETING
Entertainment Distribution

Name _____
Score _____/22 points

1. What changes in music distribution did portable digital music players bring?
2. Name two advantages of satellite radio over traditional radio.
3. Why is there only a limited amount of music available in the MP3 format? Has this changed since this text material was written?
4. Describe at least two instances where formerly separate media technologies are now being merged.
5. Discuss how to keep a balance between making entertainment available in digital formats to a mass market while protecting it from illegal use.

Matching on back-----