TO:         Proximity Media Teams
FROM:     Paul Miers
DATE:         March 23, 2015
SUBJECT:     Strategy Report

Your next assignment is to write a strategy report (2-3 pp) to your team on one of the major players in your media sector. The purpose of this internal report is to provide reference material for external reports to Proximity clients. Each team member should select one of the companies from the strategy report list (see below) and conduct a comprehensive search for information about that player and its business partners before drafting the report.

**Schedule for drafts and final copy**

* Post a working draft of the report on Blackboard before the start of your section on Monday, March 30 or Tuesday, March 31.
* Submit final copy of the report on Blackboard by the end of the day on Sunday, April 5.

**Information Sources**

You can find company information for your report on the company web page and from the following sources:

* [Google Finance](http://finance.google.com/)
* [Standard and Poor’s NetAdvantage (Cook Library - public companies)](http://proxy-tu.researchport.umd.edu/login?url=http://www.netadvantage.standardandpoors.com/)
* [Cook OneSearch](http://cooklibrary.towson.edu/onesearch/about.cfm)
* [Lexis / Nexis Academic (Cook Library)](http://proxy-tu.researchport.umd.edu/login?url=http://www.lexisnexis.com/us/lnacademic)
* [Wikinvest](http://www.wikinvest.com/site/About_Wikinvest)
* [Wikipedia](http://en.wikipedia.org/wiki/Main_Page)

Document all sources cited in the report in a reference list at the end using APA style.

**Organization**

The report should cover the following topics:

* Profile of company
* Competitive landscape (use Porter’s five force model)
* Company’s business strategy for your team's social media
* Implications of strategy for engaging millennials

Sample strategy reports are available on Blackboard

S**trategy Report Companies**

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| **Mobile** | **Type** |
| **Amazon Kindle Fire** | public |
| **Google Nexus**  | public |
| **iPhone-Apple** | public |
| **iPad-Apple** | public |
| **Lenovo - Motorola** | public |
| **Samsung**  | public |
| **Windows Phone** | public |

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| --- | --- |
| **Music** | type |
| **Apple iTunes / Beats** | public |
| **Google Play / YouTube Music Key** | public |
| **iHeartMedia** | public |
| **Last.fm** | public - CBS |
| **Pandora** | public |
| **SoundCloud** | private |
| **Spotify** | private |

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| **Social Networking** | type |
| **Facebook** | pubic |
| **Google+** | public |
| **Instagram** | public - Facebook |
| **Pinterest** | private |
| **Snapchat** | private |
| **Tumblr** | public - Yahoo |
| **Twitter** | public |

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| **Video** | type |
| **Amazon** | public |
| **Apple TV** | public |
| **Comcast** | public |
| **Hulu** | private |
| **Microsoft XBox** | public |
| **Netflix** | public |
| **Sling TV** | public - Dish |
| **Sony PlayStation** | public |
| **YouTube** | public |

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