

Section I - Introduction:

EntertainYou.com is an online entertainment organization engaging in providing online entertainment products: news, music, video, games, movies and television shows. The company is intent on providing clients of all ages; audio and visual entertainment guarantees to bring about pleasure. EntertainYou.com is an Internet based company featuring in its website the following components: news and features (celebrity, current events, information, sports etc.); music (music television, radio music, and records); movies (video, movie trailers and reviews); and games. It also features playing of live television programs. Moreover, the website offers customers the medium to express their opinions as the company believes that the clients' satisfaction is the utmost concern. Clients can have online access through membership that is categorized into three different levels of subscription: platinum, silver and gold. The higher the level with gold as the highest means the higher the degree of satisfaction to be gained by clients in having more varied forms of entertainment.

Moreover, EntertainYou.com provides consumers with freebies such as free trials on particular segments, two-weeks free access membership under the category free EntertainYou.com pearl subscription, and others.

EntertainYou.com has a goal of creating significant value by building its brands, creating and maintaining quality service, and products. The company is dedicated to providing exceptional entertainment service to customers and foremost to its associates/employees, as well as attractive returns to owners.

The foundation of the company lays on the culture of “People First.” It is the belief of EntertainYou.com that the employees/associates are its greatest assets. It follows the maxim: “One can only give what he has.” Hence, one of the foremost concerns of the company is ensuring the satisfaction of its 500 employees through diversity and empowerment. The company’s culture and core value evolve around the hallmark “Entertain You First.” This is all about serving the employees, the customer and the community. This fundamental belief is the key for the strength of the company. In other words, the “Entertain You First” is built on the fundamental principles of service to employees, customers and community. These standards and ideals serve as the cornerstone for all EntertainYou.com employees who are fulfilling the “Service Spirit”. Following this motto, the company abides to the following tenets: (1) It is their conviction that the people are the company’s most important asset; (2) The working environment has to be the kind that supports associates’ growth and personal development; (3) The company employs ethical and trustworthy associates who are caring and dependable; (4) The atmosphere fostered in the workplace is that of being home-like and friendly; (5) The company has a performance reward system that recognizes the important contributions of both hourly and management associates; and (6) The company takes pride in the EntertainYou.com name, in all its accomplishments and success.

The company’s culture is the EntertainYou.com’s experience where the company does whatever it takes to give utmost opportunities for the associates and superior entertainment service for the clients. The service spirit is manifested and evident in the following: the adherence to the adage “the customer is always right”; the management hands-on style; everybody’s keen awareness to details; openness to innovation and creativity in serving clients; pride in the knowledge that clients can count on EntertainYou.com’s unique blend of quality,

consistency, personalized service and recognition in the realm of the Internet's scope of business that covers the entire globe.

Another vital thrust of EntertainYou.com is its dedication and commitment to serve the community. This commitment is demonstrated consistently by associate and corporate support of initiatives and programs. The associates represent the community. In this regard it is the commitment of EntertainYou.com to give employees fair treatment and to provide them with training and advanced opportunities. The company actively supports the community and encourages the associate volunteerism through involvement in programs and activities that could be of help to the well being of the community. EntertainYou.com recognizes its special responsibility and role in helping communities in their progress. This is for a practical reason that the company serves the community through education. One community outreach program of the company is the mentoring program where young people in high schools are given the chance to gain learning in the field of responsible and wholesome entertainment.

The mission statement of EntertainYou.com is all about quality. Its Mission Statement is simply stated as follows: *"We are committed to excellence in providing online entertainment services throughout the world by giving first employee satisfaction in way that extends to excellent customer service and value."* EntertainYou.com indeed strives to be excellent in this industry. The mission statement is simply stated but the meaning addresses the profound truth. A company particularly a kind that is oriented towards giving customer entertainment service and satisfaction and is intent on attaining growth and development in the business has to first focus on people development. This is the imperative. With this mission statement, Entertainment.com is an organization wherein its employees are given the best treatment prodding them to give excellent service in return. "You can only give something that you have."

Section II - Competitor Survey:

EntertainmentYou.com is intent on providing services through the following product segments: news, music, video, games, movies and television shows. In this regard, there are potential competitors that are currently on line.

The fox.com is an online entertainment company providing the following product/services segments: news, sports, movies, DVD/VHS, music, stores, auctions, searchlight, on demand, kids, and reality entertainment. The news segment offers free news articles and free news video access. Moreover it provides information on Today's Top News, Business, Opinion, FNC TV, Foxfan, Services and Video features. Foxnews.com includes (1) Today's Top News; (2) Business; (3) Opinion; (4)FNC TV; (5) Radio; (6) Foxfan; (7) Services Links and (8) Video. Mostly these are for free. The page solicits for advertisements from other business. Apparently that is how the page earns its revenue. The FOXSports.com features almost information on different kinds of sports, associations and leagues. Like the new page, mostly are for free. The foxmovies.com provides free movie trailers on wide varieties of movies. Foxstore serves as the site's catalogue, where one can choose and buy video online. In the Foxsearchlight.com page one can browse films, learn more about people in filmmaking industry, can connect to the site, and most importantly this page provides the link that enables people to buy movie tickets online. The http://www.foxhome.com/foxhome_main.php features extensive DVD and VHS. Apparently, this is the main feature of the business and its main store. One can have a sneak preview of any video films that he or she wishes to watch. There are lots of features in this page including the downloads, mobile (featuring games), the PSP where one can get to watch video films, there is just this need to register for a fee, the auctions where customers can buy Fox DVD releases and movie memorabilia through ebay (<http://stores.ebay.com/Fox->

Home-Entertainment). Fox Home Entertainment video vault provides customers service to view all movies, be able to browse them by categories and buy online. Another feature on this page is the RSS or simply means Really Simple Syndication. It is the dialect of XML wherein all RSS files must conform to the XML 1.0 specification, as published on the World Wide Web Consortium (W3C) website. (<http://blogs.law.harvard.edu/tech/rss#whatIsRss>). The <http://www.foxhome.com/games/game.html> is the page that provides games entertainment wherein a client can choose from wide variety of games and be able to play the chosen game right at that instant. The main home page of fox.com entertainment provides the links to all its services. It features its primary product segment, the visual entertainment in forms of movies and television shows.

Fox.com being part of a big organization of FOX entertainment Group has the advantage of having a brand already known by the people even before the introduction of online entertainment. As it has already established its prestige, they have an edge in getting other online businesses to advertise on their site for their online products and services. The marketing strategy of fox.com follows the strategy of the principal business. According to the company's strategic plan, its goal is to incorporate diverse voices into every aspect of our business. To set these goals and track their progress, they have developed detailed strategic plan for the FOX Entertainment Group that are as follows: (1) the goal towards creativity; (2) the goal to foster among the general public its commitment to diversity through strategic communication plan; (3) the recruitment and internship activities are aiming towards the increase in the representation of diverse talent at FOX; (4) the goal of increasing opportunities for the minority procurement; and (5) The goal of increasing the opportunity for diversity in key creative management and senior

management positions at each of the FOX business units. This is in terms of the company's executive component.

In other words, in all the facets of the organization's operations, the management and marketing strategy all focused on diversity development. (
<http://www.fox.com/diversity/plan.htm>)

Yahoo! Entertainment provides products such as the following: Movies, Music, TV, Games, Astrology, News and Gossips and many more. The homepage of yahoo entertainment <http://entertainment.tv.yahoo.com/> features Yahoo! Movies, Yahoo! TV and Yahoo! Music. The web page <http://movies.yahoo.com/feature/runningscared.html> features Movies Home, In Theaters, Showtimes and Tickets, Coming Soon, Top Rated, Trailer and Clips, News and Box Office. An eye catching features of the page is the portion allowing download of playable demo of 'The Movies' interspersed with the many bits and pieces that concern today's movies. Other parts of the page contain interesting links to Yahoo! Movies. An Internet and movie buff can get show times and tickets by location and by title. Movie news and gossips are also among the interesting features in this page along with other movie trailers and movie clips. In Theaters feature under movies webpage are lots and lots of movie reviews and features. Again, like in the other page there are trailers. Showtimes & Tickets page kind of clearer and cleaner than any other web pages. There is the emphasis on the point that this time, the client has already made up his or her mind on what to watch. There is this page featuring coming soon movies. This feature is better as clients may be given better idea on the selection and the time the product is available. The top rated page shows top movies in theaters, top rated movies of all time, top rated genres, top rated by decade, top rated, top movie lists by year as well as bottom rated movies of all time. This strategy is a way of promoting movies and thereby increasing the

sale. Even the ranking for the bottom rated movies of all times is still a motivation for the viewers to watch and find out why this is so. The trailer in clips page features much too many trailers and clips of movies and videos. It has columns titled: (1) New & Noteworthy; (2) Featured trailers and film clips and Top Trailers and Film Clips and the (3) Most watched movies and videos. The entertainment news and gossips, true to these words are really entertaining, made even more by the pictures accompanying each news and articles. The box office page again serves as a good publicity for all of the movies and the performers. The DVD/Video product segment of Yahoo! Entertainment covers the following web pages: (1) DVD/Video Home; (2) Top Sellers; (3) Pre-Orders; (4) DVD Reviews; and (5) Movie Mom's Picks. All of the pages contribute to the promotion of different DVDs as presentation is creative and clearly made. The My Movies portion of gives the viewers the opportunity to participate in ranking and reviewing movies. This portion helps "Yahoo! Entertainment" in gauging the worth of their product. Yahoo! Privacy Center assures clients of their privacy and explains the conditions on the personal information being submitted to the web page. This is a lot of help.

In Yahoo! TV, the website's layout is basically the same as the Yahoo! TV. It also features lots and lots of previews. Yahoo call them TV Sneak Peek and Daily Picks. There is also part or columns that are counterpart of Showtimes and these go by the names TV Tonight: Schedule now on TiVo!

Yahoo! Music's website presents Launchcast Radio, Music Viseos, Music Unlimited and Artists. The layout and color combination of the web sites seem to draw the customer's focus towards sounds and music videos as web page is almost free from graphics. Yahoo! Music offers lots of free songs and video clips. There are music categories that can be freely accessed once a person has a yahoo account while there are some music categories that need subscription

fee. However, Yahoo! Music has this promotion of free trials. One only has to go to <http://music.yahoo.com/>.

The motto of Yahoo! Entertainment goes this way: “More Yahoo! Movies... More Yahoo! DVDs and Videos... More Yahoo! Music...” Everything in Yahoo Entertainment is “MORE”. Another distinct feature of Yahoo! Entertainment is its link with the My Yahoo! Mail. Many Internet users / surfers are having their Yahoo! Account/s. Their access to Yahoo! Entertainment is almost automatic. Once, they sign, they could have more of everything. Definitely Yahoo! as a search engine gives an edge to its Yahoo! Entertainment. This year Yahoo! Entertainment ranks among leading online entertainment companies.

NEWS.com.au is an online business offering news and entertainment services and products. The web site includes the following features: News, Fox Sports, Australian IT, Business, Entertainment and many more. Under Entertainment feature that can be found at this address: <http://entertainment.news.com.au/>, are movies, music, television, body and soul, and horoscope. The whole of entertainment.news.com includes articles, trailers, sneak previews, reviews, guides and schedules for movies and television shows. It also provides links to other sites where one can have extension of leisure and entertainment. Its distinct features are body and soul and horoscope. The company earns its revenue mostly from advertisements from other businesses. The web page of entertainment.news.com is simple and one can get the feeling of comfort while being entertained with the news, trailers, sneak previews, sounds/music and many more. [Entertainment.news.com](http://entertainment.news.com) is considered to be potential rival of EntertainYou.com as the two both start with the word entertain. A client who is in search for entertainment and using the word “entertain” as his or her search word then may not directly be linked with entertainYou.com at first.

Section III - Exploitation of new technology:

Online business specifically entertainment industry does not only need skills on page layout and page design but mostly Internet, writing, development of application and interactive design. There are many systems and equipment being used in the internet/multimedia industry that provide important practical tools in production techniques and presentation tools. Online entertainment entails speech, text, graphics, images, and all that stuff under the term audio, visual media. These elements of online entertainment business call for skills and technology for quality design of a complete multimedia interactive web-based presentation. In addition is the advanced media authoring technology that provides dynamic video and animated creation can also be incorporated during the creation of multimedia web design fitted for online entertainment business. Examples of these technology applications that can be exploited are as follows: Desktop Publishing, Photoshop Image Manipulation, Macromedia MX Suite, Multimedia Sound and Video, 2D and 3D Images, Action Script, Streaming Video and many more.

Creativity, knowledge and skills in site hosting, in advanced database-driven web sites, in PHP, MySQL and DVD production, and in creating multimedia presentations are all can be of great help in creating value to the product segments of music, tv, movies and news entertainments. An interactive, dynamic and creative design of the online business can bring about value and delight among the customers in both before and after purchase.

Value can be achieved and delight fostered among customers when they have unlimited access to the products. Continuous and fast sounds and videos brought by programs make the customers' experience while in the search of product items both enjoyable and pleasurable. The fast delivery of service for instance in access to a live tv show/program made through the

advanced technology of Internet Service Providers and protocols. Information Communication Network Devices are the technologies that could create more value in the process of transmitting the product to the clients clearly and without delay.

The interactive technology can be applied in order to create value even after the purchase of the product. Giving customers their own space for expression of thoughts and management of purchase and selection history can surely give customer satisfaction.

Section IV - Advertising and Marketing

The advertising and marketing strategy for EntertainYou.com take into considerations the following: (1) the target market – online customers; (2) online customers activities; (3) determining online buying factors; and (4) the marketing effort for online channels. In other words, the primary consideration in effective marketing and advertising strategy that would provide value and thus attract and retain customers is the understanding of online consumer behavior. Therefore the first requirement is appropriate and relevant information based on the given primary consideration. The company has to buy information source containing the following data: (1) survey on the number of Internet users; (2) survey on reasons for not using Internet – reveals different issues in relation with the use of Internet such as social, cultural, technological, legal and political issues among others; (3) survey on what motivates people to buy goods and services online particularly entertainment products (movies, videos, music, news and tv shows); and (4) survey on resources that includes financial costs and monetary exchange and the likes. The second step is to establish relationship with the buying customers for example through e-mail services as part of loyalty program strategy or linkages with popular search engines. (Strauss J. et al 2006) The third step is appropriate campaign or the advertising phase.

The advertising strategy for EntertainYou.com may include any or all of the following:

(a) small text ad through search engine marketing for the brand EntertaiYou.com be right before the sight of Internet users when in search for certain keywords; (b) special promotions offering site visitors and customers chance to win from a contest sponsored by the company through e-mails; (c) updates on entertainment products and services to be sent to registered members of the site that could be in the form of newsletter; (d) free news or gossip articles giving subtle promotion for the online entertainment products to be offered to other site owners in exchange for the same token; and (e) customer-focused e-mail promotion address to target list of customers to foster as part of the company's loyalty program scheme. In other words, the advertising and marketing strategies of EntertainYou.com need not to be complicated and grand. Careful planning and implementation of marketing and advertising strategies are the fundamentals in starting the online business. (Castro, E.)

Following is an example of advertisement that EntertainYou.com could use in its loyalty program strategy:

"You are invited to the most unforgettable experience of "Great Music! Great Movies! Great Videos! and Great Gossips!" All of them just within your reach. Have this treat of pleasurable moments with your own brand of music, videos or your favorite news and gossips. Only here at EntertainYou.com."

Section V - Online Selling:

Putting up cyber business particularly the online entertainment business calls for important considerations. One of them involves legal requirements on online selling. It is

imperative for the online business company to have extensive and comprehensive knowledge and application of legislations and legal requirements. For instance, it is worth knowing the details of the UK Legislation in connection with online business. The Electronic Communications Act 2000 provides guidelines, standards, rules and procedures for the activities of Internet Based organizations. *“Electronic Communications Act 2000 is an act to make provision to facilitate the use of electronic communications and electronic data storage; to make provision about the modification of licenses granted under section 7 of the Telecommunication Act 1984; and for connected purposes.”* Part II of the said Legislature covers the facilitation of electronic business that include provisions on (1) electronic signatures and related certificates; (2) power to modify legislation; (3) orders and (4) modifications in relation to Welsh matters. (Electronic Communications Act 2000). Another legislation that provides online business with rules and guide is the Guidance to the Privacy and Electronic Communications Regulations 2003. (dti.gov.uk 2003)

Taking into consideration legal matters following are some actions that EntertainYou.com have to employ in order to obtain legality of operations: EntertainYou.com has to provide clients and potential clients basic information as regards identity of the company in form of full name, address and e-mail address. If possible, give VAT umber in case there would be someone who has wayward intent. Prices of product and services have to be clearly indicated. Clearly provide details on trade business such as the professional organization. Make clarifications on the processes involving conclusion of contract. Make a prompt acknowledgment receipt on every online order. Employ a system wherein a client has the option to check order and make the necessary correction if ever needed before finally placing it. Ensure

that clients can store and reproduce any term and condition given by EntertainYou.com.
(investni.com 2006)

Section VI – Security:

Online businesses are open to multitudes of opportunities that bring about financial growth and success. However, the same business faces distinct set of problems. One of the biggest problems that an online business organization has to overcome is security. This challenge is varied and complex. It produces harmful consequences to the business when it is improperly addressed. One aspect of security that calls for careful consideration is threat management. There are plenty of available options in this regard that include IDS, auditing logging systems and alerting services. From the plethora of possible solutions to combat security threats, an online business has to employ effective threat management system in order for the company to proactively respond to the challenge. Make sure that the system will allow the business to combat potential threats as these arise. As much as possible it is better to obtain a threat management system that provides simple technical solutions. Hence, for a business organization to have this kind of technical solution that will serve as security measures against potential threat the basic means is through the integration of relevant security devices, intelligence and proactive thinking/acting. With this a company is enabled to face and survive the attacks and threats against the business. But this is easier said than done. This means that online business must acquire the needed knowledge or intelligence to protect the company from the harmful consequences of Internet threats and attacks, such as the attacks being made by unauthorized users who are gaining access and at the same time corrupting networks and data. Any online business therefore needs to secure proper education that would give the learning in all the necessary aspects involved in online security threats including technical and legal know

how. There are many technical solutions being offered by various companies that engage in providing online security tools and devices. The decision on choosing one from these security devices first needs the power of discernment on the part of particular e-business organization.

In terms of legal implications there are regulatory laws and advisory bodies focusing giving security and protection to Internet systems and all the components within that includes the e-commerce and other critical infrastructure among others.

For example is the National Strategy to Secure Cyberspace in February 2003 that has been published by the United States' Critical Infrastructure Protection Board. However, this National Strategy does not have the power of law, regulation or executive order. It only consists of recommendations lacking in enforcement mechanisms.

The new California Laws regarding computer security breaches, anti-spam and online privacy protection have its basis from the 2002 privacy law enforcing business organizations to exclude any social security identifiers in an effort against the act of identity theft. California has enacted laws that are applicable to California online business organizations and residents. However, knowing these laws could give light on the need for legal basis of online business.

The California Database Protection Act (CDPA) requires for disclosure of any breach in security of computerized data resulting from unauthorized acquisition of personal information. *"This disclosure must take place through written notice or electronic notice in the most expedient time possible and without unreasonable delay."* Failure to comply on the part of online business for prompt disclosure gives the injured party the right to bring about civil action against the business in order to recover damages. (Nixon Peabody LLP 2003)

The California Anti-Spam Law and CAN – SPAM Act prohibits spam or unsolicited commercial e-mail advertisements with promotional intent for the company’s goods and services.

Unsolicited E-mails are considered SPAM when (1) the sender does not have any pre-existing or present business relationship with the recipient, (2) the recipient does not give direct consent to receive this kind of e-mail correspondence. CAN-SPAM Act (Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003) allows sending of unsolicited commercial e-mail only when recipients are given the means *to opt out of future mailings from senders. It also prohibits certain fraudulent and misleading practices.* (Nixon Peabody LLP 2003)

The California Online Privacy Protection Act (OPPA) requires e-business owners to post privacy policies on their web sites.

Section 7: Intellectual Property

Intellectual properties or intellectual assets are assets that do not physically exist but have value based on the legal rights or advantages they confer on a business organization. Intellectual properties include patents, copyrights, trademarks, trade secrets, and know-how. (Smart Pros Ltd. 2000). In online business intellectual property issue is prevalent. The way to protect these intangible assets or intellectual properties is through registration of patents, trademarks and copyrights. In terms of trade secrets, it is a must to set up and to continually monitor trade secret protection program. *“A good program should include business premises security, control of confidential information, nondisclosure agreements with third-party business partners, and employment agreements that prevent disclosure of confidential information.”* (Gall B. 2004)

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