

Research on Discovery's marketing and management strategy

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Abstract: This article aims to demonstrate Discovery's marketing and marketing strategies through various data and case studies. We used various analysis methods such as PEST, SWOT, STP, and 4Ps in the process of interpretation. Discovery Channel has exerted great influence on film and television enterprises all over the world. Discovery has brought the concept of the form of documentary to the film and television industry, promoted the film and television method of the documentary, and entered the public business. In addition, his appearance has promoted the development of the film and television industry.

1. Introduction

1.1 RESEARCH BACKGROUND

We are discussing the merger of AT&T and Discovery. AT&T merged its Warner Media Company with Discovery to create greater commercial value and can compete with Netflix and Disney on a global scale. The pattern of the American media industry has gradually become clear. In this era, success requires massive content reserves and market coverage capabilities. Therefore, some small companies such as Lionsgate, MGM, Sony Pictures, and AMC Networks are too small to compete in the streaming video industry. On the other hand, Warner Media is one of the largest cable television networks in the world. The combined new company has 80 million potential cable TV subscribers in the United States and can create products (streaming media services) that directly face consumers. " Since more and more users are abandoning cable TV services, we hope that the streaming media business will grow." Warner Media said. [3]

1.2 Literature review

Discovery Communications Corporation (DCI) is the world's leading documentary media and entertainment company, headquartered in Bethesda, Maryland, USA. It has grown from its core asset, the Discovery Channel, the first broadcast in the United States in 1985, to a global media giant with more than 1.5 billion subscribers in 170 countries and regions. On May 13, 2020, Discovery ranked 584th on the 2020 Forbes Global 2000 list [1]. Discovery Channel, the flagship television network of Discovery Communications, is committed to creating the world's highest-quality documentary programs and strives to become one of the most dynamic television networks on the TV screen. Discovery Channel was launched in 1985 and is the most widely distributed TV brand in the world. It currently reaches more than 306 million households in more than 160 countries and regions worldwide and broadcasts programs in 35 different languages. In October 2019, Interbrand ranked 91st in the Top 100 Global Brands list [2]. China accounts for a large part of its Asian market. The study on the international dissemination rate of Chinese documentary films puts forward that a major international

dissemination power is a major transnational dissemination power directly related to the interests of a country. It aims to build capacity and a framework for agenda-setting. The evaluation framework of the media's international communication capabilities includes content, communication, operation, production, and communication capabilities. Content is the main factor, and for documentaries, content is the decisive factor in their international communication capabilities. Further research and analysis found that historical and cultural documentaries with Chinese traditional cultural characteristics have become a long-term theme of China in the international cultural market. Ordinary participants have content influence in the system under the grand historical background and marginalized groups: China's hot topics in the era of globalization have become channels for the overseas understanding of China and the focus of overseas markets. [7] Fujian SJCL Film and Television Culture Development Co., Ltd. found how far the company should go with its market strategy and the difference in market segmentation stand out in the same type of company. Promote business operations, formulate new media management strategies, and focus on personnel training. China's documentary creation status and development strategy research propose that one is to establish documentary special support funds or projects, increase the total amount of funding funds, make rational use, innovate policy reforms, increase support, and encourage high-quality resources to participate through project incubation. In terms of financing channels, crowdfunding to watch movies is a community behavior that relies on the market itself to promote the distribution of documentaries. Watching a movie well will affect the layout of the movie. In addition, corporate product launches and joint shooting integrate documentaries and social capital, and diversified financing channels are the forerunners of theory and practice in the social context. [4]

After checking the literature on documentary film marketing and management, we found that most articles have studied how to make disciplinary films popular with the public, make documentary films better, and promote them. [5]

1.3 Research framework

First of all, we will collect information online now. We will search all the news about this article to ensure that we can understand the specific details of this transaction. Secondly, we will discuss some of our own opinions based on the existing information, including some views on the future development of this negotiation and speculation on why the company made this decision. Finally, again, we will use some common methods to analyze the advantages and disadvantages of this negotiation. In the end, for this negotiation, we can see the basic logic of the transaction from a case and have a deeper understanding and understanding of the transaction. [6]

2. Method

Discovery Communications Corporation (DCI) is the world's leading documentary media and entertainment company, and its core asset is the Discovery Channel. Discovery Channel, the flagship television network of Discovery Communications, was launched in 1985 and has become the most widely distributed television brand globally. To explore the reasons for the success of the discovery documentary, we used PEST, SWOT, STP, 4Ps, and other methods to help analyze a large amount of data to help us further understand the information about Discovery's marketing and management strategies.

2.1 PEST

PEST analysis refers to the analysis of the macro-environment. Thus, p is politics, E is economy, S is society, and T is technology. When analyzing the background of an enterprise group, these four factors are usually used to analyze the situation faced by the enterprise group. Through reading some journals and papers about documentaries, this article understands that the current discovery occupies most of the documentary industry market and lacks an analysis of its business model:

2.2 SWOT

S (strengths) is an advantage, W (weaknesses) is a disadvantage, O (opportunities) is an opportunity, and T (threats) is a threat. The so-called SWOT analysis refers to the situation analysis based on the internal and external competitive environment and competitive conditions, which is to enumerate various main internal advantages, disadvantages, and external opportunities and threats closely related to the research object thorough investigation, and follow the matrix form Arrange, and then use the thought of system analysis to match various factors together to analyze, from which a series of corresponding conclusions can be drawn, and the conclusions usually have a certain decision-making nature. Using this method, it is possible to conduct a comprehensive, systematic, and accurate study of the research object's situation to formulate corresponding development strategies, plans, and countermeasures based on the research results. This article analyzes and studies the development status and prospects of Discovery through various market data analyses.

2.3 STP

STP is the three elements of marketing strategy in marketing. In modern marketing theory, market segmenting, market targeting, and market positioning are the core three elements that constitute a company's marketing strategy, called STP marketing. This article analyzes Discovery's marketing goals and market positioning by browsing related materials.

2.4 4Ps

4Ps generally refer to the 4P marketing theory. 4P marketing theory is summed up as a combination of four basic strategies, namely product (Product), price (Price), promotion (Promotion), channel (Place) because the English prefixes of these four words are all P, plus Strategy (Strategy), so abbreviated as "4P's". This article has learned about the marketing theory of Discovery by reading the interview records and search surveys of Discovery.

3. Results

3.1 The development status of the film and television industry.

The documentary mainly refers to a film or TV art form that uses real-life as the creative material, takes reality as the essence, performs artistic processing and display, and uses reality to trigger people's thinking. It is different from the meaning of "recording" the true record, and more is to convey thoughts and feelings based on recording the truth.

My country's documentary industry began in the early days of the birth of New China, but its development was relatively slow. It knows that after entering the new century, the market has begun to show a trend of continuous growth. Although entering 2020, documentary production has been blocked due to the impact of the new crown epidemic, the demand is still strong. As the epidemic was brought under control in terms of production activities, production was resumed in the second half of the year. It was highly concentrated on major thematic documentaries such as epidemic prevention and fighting, poverty alleviation, resistance to U.S. aggression and aid to Korea, and the 100th anniversary of the party's founding. The documentary market prospects are very promising. Although the documentary cannot be compared to the standard film or variety show, the documentary is far from reaching its due market share. So, there is still a lot of room for improvement. The rapid development of modern society has made people increasingly demanding film and television works in the cultural field. People have begun to pay more and more attention to domestic documentaries. National policies continue to tilt towards documentary creation, and users' demand for documentaries is increasing. Both the production level and creative ability of producers have been further improved. The improvement of industrial services has also promoted the development of documentaries in a better direction.

The integration of stations and networks is an inevitable trend in the context of new media and a new channel for the development of documentaries. Television stations have always been the primary position for documentary broadcasts and have a lot of resources. However, the decline in TV utilization

will affect the broadcast of documentaries. As an emerging channel, the Internet meets the needs of modern young people and attracts many audiences here. The Internet is a broadcasting channel and a platform for exploring a documentary that young people love to see. More information can be collected by broadcasting statistics and data, and more inspirations for documentary creation can be discovered.

3.2 Introduce the analysis of the behavioral characteristics of industry consumers —— take AT&T and Warner Media as an example

3.2.1 Current status of AT&T and Warner Media [1][8]

The works of Warner Media and Discovery already have a very large influence. Now, these two companies merge, they may be able to create more influential works and achieve great results in the film and television industry. Combining two large companies that were originally competing may become the leader in this industry and even achieve a monopoly. This is of great benefit to the future development prospects of the company.

3.2.2 Why this company can attract more customers [2]

In our case, consumers will be willing to try more new things or continue to support the development of new companies because they like previous programs.

On the one hand, the merger of the two companies has resulted in a certain change in the style or product type of the company's products. They may combine techniques for movies and documentaries and create a documentary film, or something like that. And this kind of new product will attract some customers because no such products have ever appeared in the previous history. Based on the trust in the quality of the products of the previous two companies, they will be willing to become the first customers to enjoy innovation. In our case, he reflected that the loyal fans of the two companies would try the combined products of the two companies and fell in love with this style of video expression. Just like Apple fans, enthusiasm for Apple's products may be able to cultivate a group of fans who love the company's works and style.[9]

3.2.3 Why the old customers can try new things and accept them.[10]

On the other hand, based on the trust in the original two companies and the audience who respected this decision, they may go back and try to get out of their comfort zone and try something different. In our case, it can be reflected as Perhaps audiences who have never seen Warner Media's work will try to accept and start watching its movies. Some people who don't watch documentaries will also start to watch some of Discovery's documentaries. Because they trust company, they will not give up spending in this company. For example, viewers who like to watch documentaries at Discovery will still pay for this thing. Viewers who like to watch Warner Media's movies will also go to the cinema to support the box office, just like before.

3.3 Marketing problems to be optimized

The success of a TV program can establish the brand influence of a TV channel. The documentaries of Discovery Channel, Hunan TV's entertainment programs , and Phoenix TV's consulting programs have all successfully established the influence and brand of their channels. When viewers see these programs, they remember the channel. But any program itself has a certain life span, and the channel brand has no time limit. However, over time, the competition of the film and television industry is becoming increasingly fierce, and different forms are changing with each passing day. Also, the documentary is not very popular among contemporary young people. This certainly makes it more difficult. Cause analysis of the problem.

About the reasons for the formation of this problem, there are two reasons for this problem. The first point is that if the film and television industry is profitable, it will earn immeasurable money, which makes many people want to share in the pie, thus increasing the number of people engaged in this industry, and increasing the competition in the industry, also takes away the traffic. The second reason is young people's perception of documentaries. In the eyes of most young people,

documentaries are synonymous with boredom because most young people like to pursue excitement. Therefore, it is difficult to settle down to see the historical relics (or others).

4. Discussion

The previous section gives out the problems about marketing strategy and several factors that may lead to the problems. If the enterprise wants to change its marketing strategy in a targeted way to be more suitable for more people's taste, it needs to analyze each part and make it "suit the remedy to the case".

4.1 Strategies —Innovate on the traditional programs, or break new ground?

As we all know, there aren't many "non-objectionable" ways to promote film and television. In today's internet world, most (not all) of the film and television industries rely on installing advertising on software or websites for Pageviews. Although they really could attract a certain number of curious customers, the result would only get disgruntled customers in many cases. They would "shut down the web" or even complain.

This, of course, is the style of some small, unfashionable businesses. As a brand with a certain degree of popularity, it has a certain fixed customers flow and fans already. Obviously, this is not enough, and its main subject direction has become one of the factors limiting the flow of new visitors - young people today don't like documentaries, they are looking for something more exciting. In case we have two problems that need to solve.

First, how to attract more passengers? Era change all the time, and the things people like change quickly. As the ranks of media, the film and television industry naturally need to closely follow the pace of people's preferences so as not to be easily eliminated by the era. And the program itself has a certain "life cycle", which means people's love for the same style will be lower and lower. But out of love for the channel brand itself, a small number of fans will choose to watch other programs launched by the same brand. But out of love for the channel brand itself, a small number of fans will choose to watch other programs launched by the same brand.

Then the channel itself should catch up with the enthusiasm it still has and change the style of the newly launched programs to be more in line with the current political stance, ideological level, and the general aesthetic style of the public.

Although this approach or many of them deviate somewhat from the original core idea of the enterprise, it is a good solution to the problem of customer flow and attracts young customers.

Second, how to retain those old passenger flow? This comes to the problem raised in the first point: if the company follows the trend too much, even if it attracts many new customers, it's more likely to lose those old fans. So, what companies should do is to find a balance between ensuring their core ideas while appropriately adopting the elements that people like to strike a balance between the two.

4.2 Implication — could it become a "win-win"?

In addition to changing their marketing strategy, external publicity is also essential. In addition to the most basic publicity of film and television programs in the early, middle, and late periods and posters, the selected themes and actors of the program will also become key factors. If the company chooses those actors who already have a lot of popularity, they have the heat themselves, plus the show's publicity, it is with might double. It's a win-win: actors can bring up the topic of a new show while appearing at other events or doing interviews. And the show itself will increase the exposure of the actors when promoting it. Although, on the other hand, the documentary is a very novel subject for actors, such as Leonardo's "Fire on Ice", the combination of the two will generate new sparks. Combined with the style change of the first point, the company can find a balance between original intention and trendy to increase its influence on the outside world, and the customer flow will naturally increase.

5. Conclusion

5.1 Summary key findings

5.1.1 Summary of result

The status quo of the development of the film and television industry is that under the current Internet background, using a novel operation method or creating a novel genre can be loved by young people and gain the market in this era. However, the current era is different from before. Young people are less likely to use the fragmented time today to watch some documentaries that they think are boring. They are more inclined to look for excitement within a limited time, so the content and themes of the videos they watch are also very different from the past. Producers need to create some good methods as soon as possible according to customers' needs to attract their attention and seize the big market in advance. The cooperation between AT&T and Discovery is the best evidence.

5.1.2 Summary of discussion

Optimization strategy plan is divided into two points. First, create a new style. Young users on the Internet now dominate, so producers need to make appropriate reforms based on current styles and fashions to attract new passenger flows. However, these reforms or innovations must not be contrary to the company's own values and ideas to retain the old customers. Second, achieve a win-win situation. In addition to improving your own marketing strategy, expanding marketing efforts can open up the market. You can also achieve a win-win situation with some actors (or public figures with a high degree of topicality) who have their own passenger flow.

5.2 Research significance

As a global enterprise, Discovery Channel has exerted great influence on film and television enterprises worldwide. Discovery has brought the concept of the form of documentary to the film and television industry, promoted the film and television method of documentary , and entered the public business. His appearance has promoted the development of the film and television industry. At the same time, the content of Discovery Channel is full of content and quality. For animal World, which is the most familiar to the public, almost everyone has watched and learned some knowledge from it. Each episode will be explored around a theme, which complements the knowledge content lacking in the film and television industry.

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