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WSJ Article 1: “The War for Talent in the Age of Netflix” – 9/22/19

 While recently reading the Wall Street Journal, I found a very interesting article. It focused on the new way that TV producer deals are being formed, and the implications of this new direction in the industry on the producers, the companies, and the consumers. Previously, deals for show producers were cash-laden on the back end, allowing the producers to earn most of their money from reruns if their show was successful. Now, however, with the emergence of Netflix, who does not distribute their shows to other companies to air reruns, the deals have become front-heavy in monetary value. This allows producers to bet on themselves more while also demanding for larger overall contracts. If their show is successful, the producers may be receiving too little money, while if their show is a failure, they will have already received their set salary. A somewhat related change also brought on by this new Netflix success formula is the willingness of companies to let their producers work elsewhere while working under contract. In the past, producers had signed deals and been bound to only work for the company associated with that deal. Now, though, companies have become more open about letting their producers work on other projects simultaneously. Another aspect of the change in the market directly affects the consumers, with shows becoming shorter in season length and episode count. With less overall content, producers are learning to deliver their stories in a smaller time frame and format for the fans. Therein lies the importance of this system. The way TV shows are being made and delivered is changing for the consumers, as less content is being made, but the content produced is and should be more saturated and interesting.

WSJ Article 2: “FedEx Results Wipe Out Billions in Market Value” – 9/21/19

 Upon browsing the Business section of the Wall Street Journal, I found a very interesting, if not concerning, article about FedEx. In this article, I read that FedEx has recently been dealing with some serious financial problems, as share values have fallen significantly, and the company itself faces multiple conflicts. The first of these is the decline of their Express unit, which is used for shipping overseas. The revenue generated from this unit has simply fallen, as FedEx predicted that the trade dispute with China would’ve ended by now, and since it hasn’t, have begun feeling the negative repercussions. Attempting to solve their fiscal woes, FedEx has started to pour money into the more aging facilities to boost productivity. Along with this, FedEx has begun to produce more aircraft to try to be more efficient. Despite all this, though, the company is also hampered by e-commerce, which is generally a cheaper and faster process than physical purchases. So, although FedEx remains a titan of a company, concern should be evident for all consumers, especially those who don’t use Amazon or other businesses. The future does not look too bright for FedEx, but there are many alternative options for the people of the United States to use.

WSJ Article 3: “Apple to Keep Building Mac Pro in U.S. After Securing Tariff Relief” – 9/23/19

 While reading the Business section of the Wall Street Journal, I found a brief and interesting article about Apple. It stated that the tech titan plans to keep building it’s Mac Pro computer in Texas, forgoing it’s plans to move the production of the hardware to China. This is mainly due to the heightened tariffs and trade war between the U.S. and China, but Apple also depicted helping the American economy as another motive. The company is set to hit it’s goal of investing 350 million dollars back into the U.S. economy by 2023, as this decision will undoubtedly boost sales domestically. This is both relevant and important for the American people, as it not only keeps jobs in the U.S. and not in China, but also may result in a price change, however slight, of the Apple Mac Pro.