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PhD Abstract: Strategic Planning for Audio-Visual Content and its Relationship to Competitive Forces in Saudi Media Production Companies (*)

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Radio, Television and Film Department,
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Abstract

University: Imam Muhammad bin Saud Islamic University.

College: Media and Communication.

Department: Radio, Television and Film.

Academic Degree: PhD.

Researcher Name: Riyadh bin Nasser bin Muhammad Al-Furaiji.

Discussion Date: Monday, 19 Safar 1445 AH, corresponding to September 4, 2023 AD.

Supervision: Dr. Mamdouh Abdullah Abdul Latif, Associate Professor of Radio and Television at the College of Media, Imam Muhammad bin Saud Islamic University.

Supervisor and Rapporteur

Prof. Dr. Abdulrahman Nami Al-Mutairi, Professor of Public Relations at the College of Media and Communication,

Imam Muhammad bin Saud Islamic University. Internal Examiner.

Prof. Dr. Muhammad Reda Ahmed Suleiman, Professor of Educational Media at the College of Specific Education, Benha University. External Examiner.

Grade: Excellent.

The study problem focused on identifying the reality of strategic planning for audio-visual content in Saudi media production companies. The study belongs to descriptive studies and it is based on the media survey method. It was theoretically based on the data of the "Porter" model for analyzing competitive forces.

The in-depth interview community is represented by all leaders and officials in Saudi media production companies that have obtained a license to produce audio-visual media content, with a sample of 50 individuals intentionally. The

(*) The Research was received on June 06, 2024, and accepted for publication on September 10, 2024.



field study community is represented by the audience of clients and beneficiaries of the services of Saudi media production companies, as well as the clients of these companies and the parties requesting their media products. A sample of 400 individuals was drawn intentionally, and the tools for collecting the study data were represented by the questionnaire and in-depth interview.

The study concluded with many results, the most important of which are:

-Within the framework of the study's objective of identifying the reality of strategic planning practices for visual and audio media content in Saudi media production companies, by examining the status of the four dimensions of strategic planning: 45% of those dealing with companies confirmed their high assessment of the existence of the main objectives dimension in building the visual and audio media product in the Kingdom of Saudi Arabia; which indicates the awareness of the dealing public of the importance of the clarity of the objectives of media companies in building their media product, which is considered one of the basic pillars for achieving correct planning.

- Within the framework of the study's objective of revealing the degree to which Saudi audio-visual media production companies rely on strategic planning in their media practice and production: The study sample of those dealing with production companies confirmed that the media product enjoys a 49.8% increase in the implementation of strategic planning dimensions, which indicates the necessity of developing sound media studies and strategies based on purposeful strategic media planning at the current stage.

Keywords: Strategic Planning - Audio-Visual Content - Saudi Media Production Companies - Competitive Forces.