

**Global Entertainment
The International Entertainment Marketplace
Fall 2016**

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Course description: With new communication technologies and the intensification of political and economic ties between nations, entertainment is becoming increasingly global. Worldwide opportunities for content distribution are growing, for both large international media companies as well as local players. At the same time, the Internet has disrupted the organization of global media markets, creating both challenges and opportunities for existing and new market actors.

This course surveys the technological, economic and political dimensions of the global entertainment marketplace. It seeks to provide students with concepts and analytical tools to understand the current organization of global media markets and the key drivers of change. The course begins with a review of fundamental concepts in media economics and industrial organization, followed by a discussion about the technological changes that have facilitated the globalization of entertainment. The rest of the course looks at how these forces materialize in different regions and media markets around the world.

Course requirements:

1. **Class participation.** Students are expected to make informed contributions to in-class and online discussions. What does it take to make *informed* contributions? First and foremost, to read the weekly assignments and attend class. Second, students are expected to contribute to the online discussion board by posting links to news articles or other types of content (reports, papers, books, etc.) relevant to the topics discussed in class. A minimum of five (5) posts is expected from each student throughout the semester.
2. **Class presentation.** Students will work in groups (3 to 4 students per group) to lead the class discussion about one of the regional cases. This involves researching a topic or market and presenting the findings to the class, while also relating the findings to the class readings. Students are expected to state their regional case preferences (via email) by week 3. Group assignments will be finalized by week 5. Groups are required to meet with the instructor in advance of their presentation.
3. **Class assignments.** Students will complete three (3) individual class assignments related to the class readings. Assignments will be distributed and discussed in class, and will be due the following class.
4. **Final exam.** There will be a take-home final exam. This will be an essay-format exam, in which students are expected to apply what they have learned in the course to a specific case or situation.

Grading: Requirements will be weighed as follows:

Class participation	10%
Class presentation	25%
Class assignments	25%
Final exam	40%

Course material.

Readings are available online or through Blackboard

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu> or to the *Department of Public Safety* <http://adminopsnet.usc.edu/departments/departments-public-safety>. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage <http://sarc.usc.edu> describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Class schedule

Week 1. Introduction to the class. Overview of topics and introduction to media economics.

Week 2. Information markets I: The theory of public goods.

Required reading:

Shapiro, C., & Varian, H. (1999). *Information rules*. Boston: Harvard Business School Press. Chapters: 1, 2 and 4 (3 is optional). Available at <http://www.uib.cat/depart/deeweb/pdi/acm/arxiu/premsa/information-rules%20VARIAN%20SHAPIRO.pdf>

Week 3. Information markets II: Network effects and two-sided markets.

Required reading:

Shapiro, C., & Varian, H. (1999). *Information rules*. Boston: Harvard Business School Press. Chapter: 7.

Hagiu, A. (2014). Strategic Decisions for Multisided Platforms. *MIT Sloan Management Review* 55 (2). Available in Blackboard.

Class Assignment #1 distributed.

Week 4. Entertainment market structure: Organization and technological change.

Required reading:

De Prato et al. (2014). *Digital media worlds: The new economy of media*. New York: Palgrave. Chapters: Introduction, 1 and 2.

Week 5. New communication technologies and the future of entertainment.

Required reading:

Sallet, J. (2011). *The Creation of Value: The Broadband Value Circle and Evolving Market Structures*. Available at http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1821267

Week 6. Blockbusters or long tail?

Required reading:

Elberse, A. (2013). *Blockbusters: Hit-making, risk-taking, and the big business of entertainment*. New York: Holt. Chapters: Prologue, 1 and 5.

Anderson, C. (2004). *The long tail*. Available at <http://www.wired.com/wired/archive/12.10/tail.html>

Class Assignment #2 distributed.

Week 7. Group presentations.

Required reading: TBD.

Week 8. Media concentration and globalization.

Required reading:

Noam, E. (2016). *Who Owns the World's Media? Media Concentration and Ownership around the World*. Oxford: Oxford University Press. Chapters: Introduction and Methodology.

Week 9. Hollywood rules.

Required reading:

Scott, A. (2005). *On Hollywood: The place, the industry*. Princeton: Princeton University Press. Chapters 1, 2, 3, and 9.

Week 10. Group presentations.

Required reading: TBD.

Week 11. Intellectual property, piracy and user-generated content.

Required reading:

Boyle, J. (2003). The Second Enclosure Movement and the Construction of the Public Domain. Available at: <http://scholarship.law.duke.edu/lcp/vol66/iss1/2>.

Class Assignment #3 distributed.

Week 12. Media and international trade in services.

Required reading:

Flew, Terry & Swift, Adam (2013). Cultural Policy. In Towse, R. & Handke, C. (eds.), *Handbook On The Digital Creative Economy*, pp. 155-161.

Week 13. Group presentations.

Required reading: TBD.

Week 14. Business models for user-generated content.

Required reading:

Luca, M. (2016). User-Generated Content and Social Media. In Handbook of Media Economics. Vol. 1B, edited by Simon Anderson, Joel Waldfogel, and David Strömberg. North-Holland Publishing Company. Available at <http://people.hbs.edu/mluca/UGC.pdf>.

Week 15. Advertising: Old and new.

Required reading:

Tucker, C. (2016). Privacy and the Internet. In Handbook of Media Economics. Vol. 1B, edited by Simon Anderson, Joel Waldfogel, and David Strömberg. North-Holland Publishing Company.