

**COMM 558**  
**The International Entertainment Marketplace**  
**Spring 2018**

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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 regional and local players. At the same time, the Internet has disrupted the traditional organization of 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 assigned material each week and attend class. Second, students are expected to contribute to the online discussion board every week by posting links to news articles or other types of content (reports, papers, books, etc.) relevant to the topics discussed in class. There is considerable freedom in terms of the themes and sources; however, each posting should be accompanied by a few paragraphs that explain the relevance of the material to the class.
2. **Group project.** Students will work in groups (maximum of 3 students per group) on a case study that will be presented to the class. This involves researching a topic and presenting the findings to the class (in ppt or similar format, no written report required). By the end of week 4 group assignments will be finalized, and each group will have decided a preliminary topic. All groups are required to meet with the instructor at least once before their class 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 study or situation.

### **Grading**

Requirements will be weighed as follows:

Class participation	10%
Case study presentation	30%
Class assignments	30%
Final exam	30%

Written assignments will be evaluated according to the evaluation protocol available in Blackboard.

### *Grade ranges*

A	94.0% or higher
A-	90.0%-93.9%
B+	87.0%-89.9%
B	83.0%-86.9%
B-	80.0%-82.9%
C+	77.0%-79.9%
C	73.0%-76.9%
C-	70.0%-72.9%
D	60.0%-69.9%
F	59.9% or lower

### *The Grade of Incomplete (IN)*

A grade of incomplete can be assigned only if there is work not completed because of documented illness or some other emergency. Students must not assume that we will agree to the grade of IN. Removal of the grade of IN must be instituted by the student and agreed to by myself and the department and reported on the official "Incomplete Completion Form."

### *Lateness*

We realize that working professionals occasionally must submit an assignment late. To encourage everyone to turn in assignments, late work is accepted. However, in fairness to those who do turn things in on time there will be a price to pay for late work. All late assignments incur a late penalty. Work less than 24 hours late will be deducted 10%, work more than 24 hours late but under a week late will be deducted 25%. Work more than a week late will be deducted 50%.

### *Course material*

All readings are available online or through Blackboard.

## **Academic integrity policy**

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/b/11-00-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/department/department-public-safety/online-forms/contact-us>.

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://engemannshc.usc.edu/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://ali.usc.edu/>, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs <http://dsp.usc.edu/> 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.

## **Disabilities policy**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your instructor as early in the semester as possible. The phone number for DSP is (213) 740-0776. [http://sait.usc.edu/academicssupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicssupport/centerprograms/dsp/home_index.html)

## **Library access**

As a USC student, you have access to all the library resources and the Annenberg Librarian, Chimene Tucker ([cetucker@usc.edu](mailto:cetucker@usc.edu)), is available to assist you with any inquiry you may have. [http://www.usc.edu/libraries/services/remote\\_user\\_services/](http://www.usc.edu/libraries/services/remote_user_services/)

## Class schedule (tentative)

**Week 1. Introduction to the class. Overview of topics and introduction to the theory of information goods.**

**Week 2. Information goods I: Pricing information.**

Required reading:

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

**Week 3. Information goods II: Network effects, lock-in 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. New communication technologies and the future of entertainment.**

Required reading:

Sigismondi, P. (2017). The Digital Transformation of International Entertainment Flows. In P. Messaris and L. Humphreys (Eds.) *Digital media: Transformations in human communication*. Available in Blackboard.

**Week 5. 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. Available in Blackboard..

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

## **Week 6. Hollywood rules.**

### Required reading:

Scott, A. (2002) A new map of Hollywood: the production and distribution of American motion pictures. *Regional Studies* 36(9): 957-975. Available on Blackboard.

Noam, E. (2010). Hollywood 2.0: How Internet Distribution Will Affect the Film Industry. Available at <http://quod.lib.umich.edu/d/dcbooks/8232214.0001.001/1:5/--media-technology-and-society-theories-of-media-evolution?g=dculture;rgn=div1;view=fulltext;xc=1>

*Class Assignment #2 distributed.*

## **Week 7. Deregulation and concentration.**

### Required reading:

Arsenault, A., & Castells, M. (2008). The Structure and Dynamics of Global Multi-Media Business Networks. *International Journal of Communication* 2 (2008), 707-748. Available at <http://annenbergl.usc.edu/sites/default/files/2015/04/28/The%20Structure%20Manuel.pdf>.

## **Week 8. Media protectionism and cultural policies.**

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

## **Week 9. Intellectual property and its critics.**

### Required reading:

Maskus, K. (2012). Private Rights and Public Problems: The Global Economics of Intellectual Property in the 21st Century. Washington D.C.: IIE. Chapters: 1. Available at [http://www.piie.com/publications/chapters\\_preview/5072/01iie5072.pdf](http://www.piie.com/publications/chapters_preview/5072/01iie5072.pdf).

Danaher, B, Smith, M., & Telang, R. (2017). Copyright Enforcement in the Digital Age: Empirical Evidence and Policy Implications. *Communications of the ACM*, Vol. 60 No. 2, Pages 68-75. Available in Blackboard.

Class Assignment #3 distributed.

## **Week 10. Minority media: The US Hispanic market.**

### Required reading:

TBD

**Week 11. Case study presentations.**

**Week 12. Social media and user-generated content.**

Required reading:

TBD

**Week 13. Case study presentations.**

**Week 14. Public and non-commercial entertainment.**

Required reading:

TBD

**Week 15. The future of global entertainment.**

Required reading:

TBD