



**COMM 558: The International
Entertainment Marketplace**

4 units

Spring 2019

Thu 6:30-9:20pm

Location: ANN 406

Instructor: Hernan Galperin

Office Hours: Tuesday 4-5pm (or by appointment)

Office: ASC 332C

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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 review of the technological changes that have facilitated the globalization of entertainment. We next turn attention to business strategies in global entertainment and the consolidation of old and new media. The last part of the course surveys how these forces materialize in different regions and media markets.

Learning Objectives:

- Identify the fundamental concepts of media economics and industrial organization, and apply appropriately to assess current trends in global entertainment.
- Discuss and analyze linkages between new digital technologies and transformations in the organization of the global media industry.
- Demonstrate ability to utilize theoretical concepts to simulated scenarios related to business strategy in global media.
- Demonstrate understanding of trends in global media, identifying key players and factors driving transformations.

Class Readings: See course schedule. There is no textbook or course reader. Reading materials are available online or through Blackboard. It is strongly suggested that students print the material for reading. Students are expected to read the material before class per the course schedule below.

Class Assignments:

There are four class assessments, described below:

1. *Weekly blog post.* Students are expected to contribute to the online discussion board on Blackboard. At least one entry per student is expected every week (starting in week 3). Entries are due on class day at 9am. An entry shall consist of a link to a news article/report/short video/blog post and at least two paragraphs that explain the relevance of the material to the class. At the start of each class, students will be asked to comment on each other's entries.
2. *Short writing assignments.* Throughout the course students will write two short essays based on a prompt provided by the instructor. Each prompt will be tied to a concept discussed in class. The goal of the assignment is to demonstrate mastery of that concept. The recommended length is 2 pages (1.5 spacing). The assignments are due in class (see course schedule below for due date).
3. *Group project.* Students will work in groups (no more than three students per group) to prepare a class presentation on a topic of their choosing. Groups will be formed based on preferences regarding country or region of interest (e.g., Latin America, Europe, South Asia, China, etc.). Groups are expected to research the topic, articulate findings with class readings, and present results to the class (30 min presentation suggested in ppt format or similar). A two-page written summary of findings must also be presented. Groups are required to meet at least once with the instructor in advance of their presentation. Presentation dates are specified in the course schedule below.
4. *Final exam.* There will be a take-home final exam. This will be an essay-format exam (10 pages in length), in which students are expected to apply what they have learned in the course to specific cases or simulated situations. The exam will be distributed during the last week of classes, and will be due in class the day of the final exam for the class (date TBD by USC's Registrar's Office).

Assignment Submission Policy:

All assignments are due on the dates specified in the course schedule. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.

Breakdown of Grade:

Assignment	Points
Class participation and blog entries	20
Short writing assignments (2 x 10 points per assignment)	20
Group project	30
Final take-home exam	30
TOTAL	100%

Course Grading Policy:

You will receive details about each assignment/exam separately. All assignments need to be completed on time to avoid a grade reduction. If you are unable to turn in an assignment due to illness or a personal emergency, you must provide written documentation that will allow you to be excused, or discuss your situation with me in a timely manner.

Grades will be assigned as follows:

A	Outstanding, thoughtful and enthusiastic work
A-	Good, solid work
B+	Above average work, demonstrating good insight into assignment
B	Average work, needs improvement on ideas and arguments
B-	Below average work, needs significant improvement on ideas and writing
C+/below	Fulfilling the bare minimum and showing little effort

Each assignment will be graded with letters (per above), and then will be converted to a percentage score to compute the final class grade per the scale shown below:

A	= 100-94	C	= 76-74
A-	= 94-90	C-	= 73-70
B+	= 89-87	D+	= 69-67
B	= 86-84	D	= 66-64
B-	= 83-80	D-	= 63-60
C+	= 79-77	F	= 59-0

If you have concerns regarding a grade on a given assignment, please write to me within one week of receiving the graded assignment.

Other Classroom Policies:

Attendance: Students are expected to attend all classes and participate in class discussions and activities. Attendance is taken at the start of class. If you will miss a class please let me know in advance. Justified absences will be considered on a case-by-case basis.

Laptop policy: USC Annenberg has a policy that requires that all students enrolled in an Annenberg class bring their own laptop device to campus. If you do not have a laptop USC Information Technology Services provides loaner laptops at the general-use computing center in the Ahmanson Information Commons at Leavey Library.

Course Schedule:

Important note to students: *Be advised that this schedule is subject to change based on the progress of the class, current events, and/or guest speaker availability.*

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 Dates: 1/10	Introduction to business strategy in media and entertainment.		
Week 2 Dates: 1/17	Value and pricing in the entertainment industry.	Read: "Information Economics and the Internet". Available here . Read: "Pricing information goods". Available here .	
Week 3 Dates: 1/24	Externalities, platforms and multisided markets.	Read: "Strategic Decisions for Multisided Platforms." Available on Blackboard. Read: "Information rules" (Chapter 1). Available on Blackboard.	
Week 4 Dates: 1/31	Technology and the evolution of global entertainment	Read: "The Digital Transformation of International Entertainment Flows". Available on Blackboard.	Assignment #1 due in class (1/31).
Week 5 Dates: 2/7	Blockbusters or long tail?	Read: "Blockbusters" (available on Blackboard) and "The Long Tail" (available here).	
Week 6 Dates: 2/14	Globalization in media markets.	Read: "Globalization and the mass media". Available here .	

Week 7 Dates: 2/21	Hollywood Rules	Read: "Hollywood 2.0". Available here. Read: "A new map of Hollywood: the production and distribution of American motion pictures." Available on Blackboard.	
Week 8 Dates: 2/28	Copyright and piracy	Read: "Private Rights and Public Problems". Available here . Watch: RiP! A Remix Manifesto. Available here .	
Week 9 Dates: 3/7	Trade Tensions in Global Entertainment	Read: "Global Media and National Policies". Available on Blackboard.	Assignment #2 due in class (3/7).
Dates: 3/15	No Classes		[Spring Break]
Week 10 Dates: 3/21	Social Media Entertainment	Read: "Online Entertainment: A New Wave of Media Globalization". Available here .	
Week 11 Dates: 3/28	Group presentations		
Week 12 Dates: 4/4	Media Concentration and Diversification	Read: "Beyond the mogul: From media conglomerates to portfolio media" Available on Blackboard.	
Week 13 Dates: 4/11	Group presentations		
Week 14 Dates: 4/18	Non-commercial media	Read: "Five Theses on Public Media and Digitization". Available here .	
Week 15 Dates: 4/25	Group presentations	Final exam distributed in class.	
FINAL EXAM Date: TBD			Date: For the date and time of the final for this class, please consult the Spring 2019 Final Exam Schedule . Graded work (exam, paper, project, etc.) must be due on the scheduled date of the final exam.

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 Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call
engemannshc.usc.edu/rsvp

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086
equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

Bias Assessment Response and Support - (213) 740-2421
studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

studentaffairs.usc.edu/ssa

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.