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## **Media industries and audience trends**

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### **Course description**

The aim of this course is to provide an overview of the various media industries in the Western World identifying the key concepts (agents, assets and organization) and the main industry dynamics from an evolutionary perspective. Students will be able to understand the complex processes and interrelations of the communicative landscape detecting and assessing the different social, economic, technological, and political or legal aspects that impact in the environment in which media industries operate. The course provides the basic competences to know and to assess the validity and the reliability of different approaches for the analysis of new business models, communication policies, media audience measurement and media planning.

### **ECTS Credits**

4 ECTS

### **Specific competences**

- To identify the fundamental and differential components of media industries (agents, assets, organization) from an evolutionary perspective
- To understand the complex interrelationships, processes and dynamics of the communicative landscape
- To detect and to assess the interpretative keys of the social, economic, technological, political and legal environment in which media industries operate
- To know and to assess the reliability and applicability of the main media audiences measurement sources (tools, benefits and limitations)
- To know, detect and analyze audience and advertising investment data for its treatment and processing
- To make use of the acquired knowledge in media planning, from the exploratory phase to the assessment phase

## **Learning outcomes**

- The student will know the structure of traditional media industries (press, cinema, radio, television) and its evolution in the communicative landscape derived from the impact of the internet
- The student will be able to identify agents, assets and organizational modes in media industries
- The student will be able to recognize the interpretative keys involved in the definition of the structure of the media industries, according to the economic, technological, political and legal contexts in which they operate
- Therefore, the student will identify interrelationships and dynamics derived from market determinants and technological advances in the definition of new business models, as well as the framework brought by communication policies in media regulation
- The student will acquire basic knowledge of media audiences' measurement: main sources from an international, multimedia point of view, standard procedures and indicators, contributions and limitations.
- The student will learn how to analyze different types of audience measurement data from different sources and will have the necessary knowledge to assess its reliability, usefulness and applicability.
- Finally, the student will acquire the essential knowledge and skills to understand the activity of media industries and their audiences in different contexts and to carry out the professional work typical of communication managers.

## **Content**

1. Structure of traditional media industries in the Western world: Press, cinema, radio, television
2. Economics of media industries: Concepts and processes. The advertising industry
3. The impact of the internet in media industries: New structures and new business models
4. Communication policies and media regulation
5. Media audience measurement: Procedures, ratings and indicators. The main information sources, international outlook
6. Audience measurement in the internet environment
7. Trends in media consumption and new forms of audience analysis
8. Media planning: From design to assessment. Challenges in the internet environment

## **Method of presentation**

In-class activities:

- Lectures (10 hours)
- Debates and class discussion (5 hours)
- Practical exercises and activities (10 hours)
- Tutorials (5 hours)

Out-of-class activities:

- Personal study (20 hours)
- Specialized bibliography readings (20 hours)
- Group and individual work (30 hours)

The teaching method includes traditional lectures with case-studies, debates and class discussion from previous readings, exercises or presentations and practical activities working in group. This method requires a continuous work out-of-class, guided and autonomous to prepare in-class sessions.

## **Course assessment**

The evaluation includes the following elements:

- Presentations (40% of final grade)
- Individual work (30% of final grade)
- Attendance/participation in class discussion (15% of final grade)
- Practical exercises (15% of final grade)

## **Required reading**

Class discussions will be based on compulsory readings that will be announced along the course. These readings will include academic articles, book chapters and industry reports related to the contents of the course.

## **Recommended reading**

ALMIRON, N. (2012). "Financialization, Economic Crisis, and Corporate Strategies in Top Media Companies: The Case of Grupo Prisa". *International Journal of Communication*, num. 6, pp. 2894-2917.

ANDERSON, C.; WOLFF, M. (2010) "The web is dead, long live the Internet". *Wired (US)*, vol. 18, nom. 9

ARSENAULT, A.H.; CASTELLS, M. (2008). "The structure and dynamics of global multi-media business networks". *International Journal of Communication*, núm. 2, pp. 707-748.

DOYLE, G. (2002). *Understanding media economics*. London: SAGE Publications

HALLIN, D.C.; MANCINI, P. (2004). *Comparing media systems*. Cambridge: Cambridge University Press.

HILMES, M. (ed.) (2003). *The television history book*. London: British Film Institute.

HUMPHREYS, P. J. (1996). *Mass Media and Media Policy in Western Europe*. Manchester: Manchester University Press.

JUST, N.; PUPPIS, M. (2012). *Trends in communication policy research. New theories, methods and subjects. Perspectives from Europe*. Bristol: Intellect.

KÜNG, L.; PICARD, R.G.; TOWSE, R. (eds.) (2008). *The Internet and the Mass Media*. London: SAGE.

LOTZ, A.; HAVENS, T. (2011). *Understanding media industries*. Oxford: Oxford University Press.

MCDONALD, P.; WASKO, J. (2008). *The contemporary Hollywood Film Industry*. Malden (MA): Blackwell Publishing.

PICARD, R. (2006) "Financing public media: the future of collective funding". In: Nissen, C.S. (ed.) *Making a difference. Public service broadcasting in the European media landscape*. Eastleigh: John Libbey Publishing, pp. 183-196.

PICARD, R. (2008). "The economics of plurality. Europe and the USA compared". In: Gardam, T.; Levy, D. A. (eds.) *The price of plurality: choice, diversity and broadcasting institutions in the digital age*. Oxford: Reuters Institute for the Study of Journalism, pp. 197-205.

PICARD, R. (2011). *The economics and financing of media companies*. New York: Forham University Press.

SCANNELL, P. (2002). "Public Service Broadcasting. the History of a Concept". In: Marris, P.; Thornham, S. (eds.) *Media studies. A reader*. Edinburgh: Edinburgh University Press, pp. 120-134.

SIMON, J.P.; SANZ, E.; DE PRATO, G. (2014). *Digital media worlds. The new economy of media*. Basingstoke: Palgrave Macmillan.

THE ECONOMIST (2010). "Changing the channel. Special report on television".

THE ECONOMIST (2011). "Bulletins from the future. Special report on the news industry".

THE ECONOMIST (2014). Little Brother. Special report on online advertising"

TRAPPEL, J.; et al. (eds.) (2011). Media in Europe Today. Bristol: Intellect.