THE MEDIA ECONOMICS PROGRAMME
PREPARE YOURSELF FOR THE FUTURE OF THE MEDIA INDUSTRY
A totally new configuration has arisen in the media sector. The media ecology now consists of a complex multi-level system of competing and collaborating national and international platforms. This is witnessed in over-the-top provider Netflix competing with cable distributor Liberty Global, but collaborating with telecommunications incumbents such as Telefonica; the takeover of Time Warner by AT&T; Amazon buying The Washington Post; the immense popularity of Fortnite; Facebook being fined for a breach of privacy rules in the United Kingdom and Italy; the rise of voice technology as an interface for media consumption; targeted advertising becoming the norm in online environments; etc.

The shifts we witness provide opportunities for new content to be created, additional revenue streams, and for new entrants to build successes and challenge mainstream media. At the same time, these have also put increasing pressure on the provision of existing services, mainly domestic content, merit goods such as documentaries and local drama, and journalism.

Young graduates and professionals working in media, the electronic communications sector, social media, ICT, ... as well as the companies they are working in told us there is a need to tackle opportunities and overcome threats. To this purpose, they were in search of an educational programme on the aforementioned issues. A programme that combines state-of-the-art insights from scientific research with practical business experiences.

The research centre for Studies on Media Innovation and Technology (SMIT) at the Vrije Universiteit Brussel has a lot of experience researching media economics. It has done so with many other researchers across Europe and in collaboration with policy-makers and industry partners at the Flemish, Belgian, European and international level. We use our knowledge and network for our training programme in media economics, a programme that allows participants to become experts in all facets of media economics or to get a quick, yet in-depth update on a specific issue such as mergers & acquisitions, platformisation, copyright economics, blockchain, and audiovisual production.

We really hope you enjoy the programme. Previous participants were impressed with its contents, the knowledgeable speakers, and the network they could tap into. The programme is a way for SMIT to reach out, to transcend the often gloomy picture of media economics and to participate in building sustainable media ecosystems that bring both economic and cultural value to society.

Professor Dr. Karen Donders
Professor. Dr. Pieter Ballon
Directors of the media economics training programme
The Media Economics programme is a new educational offer at the Vrije Universiteit Brussel. The programme combines facts and figures of state of the art scientific research with compelling and sometimes conflicting insights from industry experts. It is organised by the Faculty of Social Sciences and Solvay Business School, the research group SMIT (Studies on Media, Innovation and Technology) specifically.

The media industry has become an important pillar in local economies and societal development. New technologies have created new opportunities, such as innovative revenue streams, targeted content distribution, personalisation, and more. At the same time, developments in the media ecosystem have also brought new challenges to the sector. Online media consumption is rapidly increasing and access to media content is gained through a multitude of devices. The industry points to the declining sustainability of content production as the rise of new media players and the growing platformisation raise questions of concentration and dominance.

In this context, the Media Economics programme equips media professionals and postgraduate students with the tools to overcome the challenges and take advantage of the opportunities of digitalisation, in the various sectors of the media industry in Europe.

During this second year we will keep on offering lectures from international and national academic and industry experts. As the field of Media Economics is in a constant transition, we continuously update our programme and line-up of experts. In this brochure you will already find a mix of confirmed experts for the coming academic year and the experts that joined us during the academic year 2018 - 2019 so that you get a general feel of the faculties per training.
GOAL OF THE PROGRAMME

The goal of the Media Economics programme is to turn its participants into experts in the economic foundations, strategies and challenges of transforming media sectors.

We want to:
• Provide a deeper understanding of the media industry, the structure of media markets, the way both legacy players and new market entrants operate, and the challenges all of them face.
• Offer concrete, real-life insights from various players in the media industry through an elaboration of best, worst and on-going practices by renowned professionals.
• Stimulate programme participants to further their own thinking on the basis of exercise-based learning in smaller subgroups.

Prepare yourself for the future of the media industry

FOR THOSE INTERESTED OR WORKING IN MEDIA CONTENT, ELECTRONIC COMMUNICATION AND / OR NEW MEDIA
JOIN THE MEDIA ECONOMICS PROGRAMME

About the trainings
Each training consists of three days. The first day offers general insights into the topic with lectures from academic experts. During the second day we dive into a hot topic with cases presented by industry experts. On the third day we put the learning into practice with a group assignment or a workshop.

OPTION 1: SELECT A ONE-, TWO- OR THREE DAY TRAINING
OPTION 2: ENROLL FOR OUR FULL POSTGRADUATE PROGRAMME

OPTION 1

You choose one or more trainings from the range of modules we offer to update your knowledge on a specific part of media economics, be it commercial communication, the interplay between media economics and policy, mergers and acquisitions, platformisation, etc. You can opt for either a 1-, 2- or a 3-day training. If you choose to participate in a 3-day training, a practical group exercise is included on day 3.

Costs:
650 EUR for 2 days of lectures + 1 day of exercise
500 EUR for 2 days of lectures
250 EUR for 1 day of lectures

Location:
Brussels, VUB
You can find more information about the programme design and the registration process via the SMIT website:

http://smit.vub.ac.be/event/media-economics-programme-smit

OPTION 2

You feel passionate about media economics and want to follow our full postgraduate programme. This includes one compulsory 3-day training on the basics and transformations of media economics and 4 trainings that you select from a list of 7. The programme is 30 ECTS and can be combined with a full-time employment. There is no master thesis.

Costs:
3050 EUR for the full programme

Location:
Brussels, VUB
You can find more information about the programme design and the registration process via the SMIT website:

http://smit.vub.ac.be/event/media-economics-programme-smit
The Media Economics programme is tailored to professionals and postgraduate students in the media industry. The programme offers...

- **ACCREDITATION AND CERTIFICATION**
  by the Flemish government and the internationally acclaimed university VUB.

- **FLEXIBLE TIME MANAGEMENT**
  The participants can work full-time during the programme and arrange the days they participate in the trainings based on their availability.

- **TAILORED TRAININGS**
  based on the individual needs of the participants. The trainings cover different aspects of media economics and media sectors.

- **NETWORKING IN AN INTERNATIONAL ENVIRONMENT**
  in the capital of Europe, Brussels. Experts and professionals from European media companies share their insights in the programme courses.

- **DYNAMIC TEACHING METHODS**
  The programme is based not only on lectures and demonstrations, but also on individual assignments and group work.

- **SKILL-SET DEVELOPMENT**
  The unique mixture of teaching methods allows participants to develop essential skills for the media industry.
TRAININGS

2018 - 2019

TRAINING 1  25/09 - 27/09
Basics and transformations of media economics

TRAINING 2  23/10 - 25/10
Trending technologies, blockchain and media economics

TRAINING 3  27/11 - 29/11
The interplay of media economics and European policy in a digital age

TRAINING 4  11/12 - 13/12
Copyright economics before and after the new copyright directive

TRAINING 5  12/02 - 14/02
Mergers and acquisitions in media, telecommunications and ICT markets

TRAINING 6  11/03 - 13/03
Advertising in a digital era

TRAINING 7  22/04 - 24/04
Economics of Journalism

TRAINING 8  13/05 - 15/05
Audiovisual production

Each TRAINING gives the participants the possibility to get ready to implement new TECHNOLOGIES, develop new processes and acquire new markets.
**TRAINING 1**

**BASICS AND TRANSFORMATIONS OF MEDIA ECONOMICS**

Training 1 provides insights into the economic forces shaping the media industry. It focuses on the fundamental theoretical and applied economic frameworks that explain the industrial organisation of the media industry, the organisational behaviours of the various companies active within that industry and the strategic management theories that underpin the market choices media executives face today. The training, moreover, provides an overview of the various disruptive forces that media firms in particular and the media industry in general face that dramatically transform the way media is produced, aggregated, distributed and consumed.

**Key Objectives**

- Obtain in-depth knowledge of the most essential frameworks in media economics.
- Understand the core variables of the industrial organisation approach and alternative approaches.
- Understand the dynamics underlying platformisation.
- Acquire insights in the impact of technological innovations on the media markets.

**Topics**

- Media economic foundations
- New technologies in the media industry
- Over-the-top media services
- Platformisation in the media industry
- New media business models
- Digital newsrooms
- Media product diversification
- Cooperation and competition
- Strategic media management
- Industrial organisation approach

* the final faculty will be announced 4 weeks before the training
TRAINING 2
TRENDING TECHNOLOGIES, BLOCKCHAIN AND MEDIA ECONOMICS

This training sheds light on the interplay between upcoming technological evolutions and their (possible) impact on the media industry and their economics. As the media industry takes time to catch up with technological innovations, being informed about trending technologies is important to imagine the future. More profound insights on phenomena like AI, distributed systems, internet-of-things, virtual and augmented reality and distributed systems as blockchain are discussed and innovators in the media and telecom domain present their experiences. This training focuses upon a better understanding of underlying technological building blocks which is needed to imagine the future media landscape and its economics.

Key Objectives
• Acquire knowledge on recent and upcoming technological evolutions that might impact the media industry.
• Acquire knowledge on phenomena like big data, internet-of-things, virtual and augmented reality, distributed systems like blockchain and their underlying technological building blocks.
• Provide insights and best practices on how these technologies are today already implemented in the media industry.
• Adopt innovation as a mindset in day-to-day operations.

Cases and Topics
• Technological evolutions / disruptions and the innovation process
• Technologies: Big data analytics, machine learning algorithms, personal data ecosystems, VR, AR, IOT, distributed systems

* the final faculty will be announced 4 weeks before the training

FACULTY: PROFESSORS AND INDUSTRY EXPERTS

Confirmed experts

Prof. Dr. Laurence Claeys - Senior Researcher, imec-SMIT-VUB
Laurence Claeys is professor at VUB and is Senior Researcher at SMIT. She is involved in research on Internet-of-Things, algorithmic living, end-user development and software development processes.

Dr. Daniel Knapp - Executive Director TMT
Daniel Knapp is Executive Director TMT at IHS Markit, a global information and advisory firm. His research focuses on the future of audio-visual media, platform economics, advertising, data strategies, and applications of artificial intelligence in media.

Jan Bouwen - Nokia Bell Labs, Technology Vision
At Nokia Bell Labs, Jan Bouwen analyses emerging technologies and user trends and weaves them into future disruptive application scenarios to identify novel networking challenges.

Ruben Verborgh - professor at IDLab, Ghent University - imec
Ruben Verborgh is a professor of Semantic Web technology and a research affiliate at the Decentralized Information Group of CSAIL at MIT. He is also a technology advocate for Inrupt, supporting the Solid ecosystem that gives you back control and choice—online and offline.

Deloitte - expert TBC

More experts to be confirmed
TRAINING 3
THE INTERPLAY OF MEDIA ECONOMICS AND EUROPEAN POLICY IN A DIGITAL AGE

Training 3 sheds light on the complex interplay between media economics and policy in a converging media landscape. Where policies used to exist in neat silos with separate regulation for broadcasting, telecommunications and ICT, the boundaries between these sectors are blurring. That provokes new policy making or an adjustment of the way in which certain policies like competition law are being applied to the media sector. Focus is on the different aspects of the European Digital Single Market policy framework and how it affects the media sector, competition policy and on specific trends in national media policies. This training is particularly suited for lawyers and legal advisors that wish to update their knowledge on the discussed topic.

Key Objectives

- Provide basic insights on the European policy domains that affect business in media and communications, with a focus on Audiovisual Media Services, Digital Single Market policies, and competition law.
- Show concrete effects for companies on the basis of trending cases such as the Netflix tax, the new Audiovisual Media Services directive’s advertising rules, licensing deals for broadcasters post-Brexit.
- Familiarise participants with the newly proposed rules on platform-to-business behavior by placing them in the position of a business confronting a platform using unfair trading practices.

Confident experts

- Prof. Dr. Karen Donders - Assistant Professor European Media Markets & Policy Analysis / Head of Media Unit, imec-SMIT-VUB
  Karen Donders’ scientific research focuses on the role of public broadcasting in a digital society, European competition rules and the media sector.

- Ben Appel - Director Legal and Business Affairs, Medialaan
  As Director Legal and Business Affairs, Ben Appel works for DPG Media (VTM, Q2, Vitaya, CAZ, Q-music and JOE in Belgium). He is responsible for all business, legal and policy matters at DPG Media.

- Ross Biggam - Vice-President Government Affairs EMEA, Discovery Communications Europe
  Discovery Communications is an international media group (e.g. Discovery Channel and Animal Planet). Within Discovery Communications, Ross Biggam is a global television and media business adviser with focus on EU regulation.

- Angela Mills Wade - Executive Director, European Publishers Council / Chairman, Europe Analytica Limited
  Angela Mills Wade is the Chairwoman of Europe Analytica, an independent public affairs and communications consultancy company based in Brussels. Since 1991, Angela has been the Executive Director of the EPC.

- Prof. Dr. Ben Van Rompuy - Assistant Professor Competition Law, Leiden University
  Ben Van Rompuy’s main research interests lie in the fields of European and comparative competition law (antitrust, mergers, State aid) and EU internal market law, with a particular focus on the media and sports sectors.

- Kate Biggs - Senior Policy Advisor, Ofcom
  Kate Biggs is a Principal in Ofcom’s Content and Media Policy Group. Previously, she worked as a public policy adviser for the UK, Australian and New Zealand governments, with a focus on public service broadcasting and the BBC.

- Elena Lai - Head of Office, Europe Analytica and Secretary General, CEPI
  Elena Lai is an Account Director specialising in audio-visual and media issues and is responsible for Business Development.

* the final faculty will be announced 4 weeks before the training
continuation TRAINING 3

Topics:

- Audiovisual media services directive, media ownership transparency, ...
- Competition law, abuse of dominance, ...
- Broadcasting licenses, Brexit, regulators, ...
- Investment obligations, digital tax France, ...
- Advertising rules, product placement, ...
- Due prominence, findability, EPG positioning, smart TV environments, digital TV interfaces, ...

**FACULTY: PROFESSORS AND INDUSTRY EXPERTS**

**Confirmed experts**

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- **Elena Lai - Head of Office, Europe Analytica and Secretary General, CEPI**
  Elena Lai is an Account Director specialising in audio-visual and media issues and is responsible for Business Development.

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TRAINING 4

COPYRIGHT ECONOMICS BEFORE AND AFTER THE NEW COPYRIGHT DIRECTIVE

Training 4 proposes an overview of IPR issues faced by the media industry, from both a legal and an economic point of view. While digital technology allows better access to media content, it might also threaten investments in content creation. It has indeed become easier to distribute, share and consume content without the right holders’ authorisation. Some companies even argue that authorisation is not always needed, for example in case there is no new communication to the public.

Key Objectives

- Acquire knowledge on the basics of European and national IPR frameworks.
- Understand the legal and economic justifications and limitations of IPR.
- Interpret income streams based on copyright and related rights.
- Provide a balanced overview of topical IPR issues in the digital age and consequences in terms of revenues and economic reward in general.

Topics

- European and national IPR frameworks
- Media content digitisation and innovation
- Collective management
- ISPs
- Piracy
- Revenue generation through IPR
- Income streams
- Google News
- Territorial and online licensing

* the final faculty will be announced 4 weeks before the training

FACULTY: PROFESSORS AND INDUSTRY EXPERTS

Confirmed experts

Prof. Dr. Fabienne Brison - Lawyer-Partner HOYNG ROKH MONEGIER LLP
Fabienne Brison is specialised in copyright, media and technology. She teaches at the VUB and KU Leuven and she practices as a lawyer. She is the Secretary-general on the international ALAI. In all her capacities, she is dealing on a daily basis with current issues of copyright.

Prof. Dr. Heritiana Ranaivoson - Senior Researcher, imec-SMIT-VUB
Heritiana Ranaivoson is Senior Researcher and Project Leader at imec-SMIT-VUB since 2010. He has led several projects at local, national and international levels, funded by public (e.g. European Commission, UNESCO) or private (e.g. Google, VRT) organisations.

Faculty 2018 - 2019 experts

Tobias McKenney - Senior European IP Policy Manager, Google
Tobias McKenney graduated in law, before researching copyright issues at the European University Institute in Florence and working in the European Commission on intellectual property issues. He joined Google in 2012 as European Intellectual Property Manager.

Burak Özgen - General Counsel - GESAC
GESAC represents more than 1 million creators in EU/EEA in the process of European law and policy making on copyright, collective management and cultural policy. Mr. Özgen is a member of ALAI Belgian group ABA/BVA and frequently speaks at conferences, workshops and academic gatherings.

Dr. Michiel Kolman - Senior VP Elsevier, and President, International Publishers Association
Michiel Kolman holds a PhD in astrophysics from Columbia University, and was listed in the Financial Times' Top 100 ranking of most influential LGBT senior executives.

Anne-Catherine Lorrain - Policy Advisor at European Parliament - Researcher
Anne-Catherine Lorrain is Political Expert for the Greens/EFA political group in the European Parliament. Her current position is in the Committee for Legal Affairs, with a special focus on digital issues and the European copyright reform.

Ted Shapiro - Lawyer-Partner, Wiggin
Ted Shapiro is a partner with over 20 years of experience who heads Wiggin’s Brussels office. He is a recognised expert in international and European copyright law assisting clients on issues related to policy, litigation, compliance and commercial matters.
TRAINING 5
MERGERS AND ACQUISITIONS IN MEDIA, TELECOMMUNICATIONS AND ICT MARKETS

Training 5 sheds light on a major aspect of the economics of media: changes in ownership (M&A). The buying and selling of assets in the media industry is a key feature of today’s media, electronic communications, social network, ICT, retail platforms and many more sectors. Why is that the case? What is driving M&A activity? Do we see intensifying M&A activity or is what we observe business as usual? How is an M&A operation working in practice? These and other questions are tackled in this training that combines the legal aspects of M&A activity with its core economic rationale and implementation.

Key Objectives
• Acquire insights into the rationale of M&A in the media industry.
• Understand the drivers of ongoing and future M&A activities.
• Know what M&A activity is going on in the media content, electronic communications and new media industries while looking at specifically cross-sectoral trends.
• Develop own insights into possible interesting opportunities for companies in terms of M&A.

Topics
• M&A in the media industry
• Media ownership
• M&A regulations
• Converging media sectors
• Print sector
• Electronic communication sector
• M&A strategy development

* the final faculty will be announced 4 weeks before the training

FACULTY: PROFESSORS AND INDUSTRY EXPERTS

Confirmed experts
Prof. Dr. Caroline Pauwels - Rector VUB
Caroline Pauwels has been rector of the VUB since 2016. She studied philosophy and communication sciences, and is a member of SCOM since 1989. She promoted with a dissertation on audio-visual policy of the EU. 2012-2014, the University of Ghent awarded her the Francqui Chair.

Prof. Dr. Karen Donders - Assistant Professor European Media Markets & Policy Analysis / Head of Media Unit, imec-SMIT-VUB
Karen Donders’ scientific research focuses on the role of public broadcasting in a digital society, European competition rules and the media sector, and the intersection of media policy and media economics.

Faculty 2018 - 2019 experts
Prof. Dr. Ben Van Rompuy - Assistant Professor of Competition Law, Leiden University
Ben Van Rompuy’s main research interests lie in the fields of European and comparative competition law (antitrust, mergers, State aid) and EU internal market law, with a particular focus on the media and sports sectors.

Dieter Nieuwdorp - SVP Strategy & Corporate Development, Telenet
In 2014, Dieter Nieuwdorp joined the SLT as Senior Vice President Strategy & Corporate Development. His main function includes the development of the general strategy of the company and the structuring of M&A transactions and other partnerships.

Filip De Schouwer - Managing Partner, Cresco Business Law Firm
Filip De Schouwer specialises in corporate law (including mergers and acquisitions and corporate restructuring), real estate and general commercial and contract law for both local and international clients.

Prof. Dr. Tom Evens - Assistant Professor, Ghent University
Tom Evens works in the Department of Communication Sciences at UGent. He specialises in the economics and policies of digital media and technology markets.

Prof. Dwayne R. Winseck - Carleton University, Ottawa
Dwayne R. Winseck is a Professor at the School of Journalism and Communication, with a cross-appointment to the Institute of Political Economy. He is also the Director of the Canadian Media Concentration Research Project.

Peter Curwen
Peter Curwen was Professor of Economics at the Sheffield Hallam University from which he retired in 2002, moving on to become Visiting Professor of Mobile Communications at Strathclyde University and subsequently the Newcastle Business School. He is now a ‘gentleman scholar’.
TRAINING 6

ADVERTISING IN A DIGITAL ERA

Training 6 sheds light on the new developments and trends in commercial communication and advertising in the digital era. Participants will get acquainted with new formats, will gain insights into the different workflows and will also develop an understanding of user perspectives on advertising in the digital age, business related aspects and privacy issues.

Key Objectives

• Acquire knowledge of current trends in commercial communication, advertising and the advertising process.
• Understand the different challenges linked to these trends, including privacy aspects.
• Critically evaluate new advertising formats and buying and selling tools.

Topics

• Advertising
• Personalised advertising
• Cross-media audience measurement
• Programmatic ad buying and selling
• Big data analytics
• Workplan for personalised media campaigns
• Global & European Trends

Facility: Professors and Industry Experts

Confirmed experts

Prof. Dr. Wendy Van den Broeck - Senior Researcher, imec-SMIT-VUB
Wendy Van den Broeck is head of the user research unit at SMIT. Her research expertise is user experience and quality of experience of audio-visual services and the domestication of new media technologies in a home context.

Iris Jennes - Researcher, imec-SMIT-VUB
Iris Jennes is researcher within the Media Unit of imec-SMIT-VUB. She works on the changing role of the user in the converging and digitising television value network, including issues of commercial television and advertisers and the way audiences and users are measured by the commercial television industry.

Jeroen Coeymans - Director Business Intelligence, SBS Belgium
With 20 years of experience in media planning and research Jeroen Coeymans is an expert in advertising and audience measurement. He was closely involved in the development and launch of addressable advertising and monitors the evolutions in the media industry.

Dr. Ionel Naftanaila - Programme Development Director, EDAA
Ionel Naftanaila is an expert on digital advertising trends, privacy and self-regulation. He is a public speaker and university lecturer. He has been at the forefront of shaping and implementing European industry self-regulatory standards on Online Behavioural Advertising.

Kimon Zorbas - Senior Vice President Government Relation & Public Policy - Nielsen
Kimon Zorbas is heading up Nielsen’s Government Affairs and Privacy activities in EMEAA. He coordinates contacts to governments including engagements such as the World Economic Forum. Mr. Zorbas is a qualified lawyer.

Nathalie Rahbani - Director Brand, Media & Communications, Telenet
Ms. Rahbani has 10 years of advertising experience and is now responsible for all residential communication for Telenet and BASE. She has been working for 5 years at Telenet Group and launched several successful campaigns such as WIGO (which was rewarded with a Silver Effie).

Dr. Daniel Knapp - Executive Director TMT, IHS Markit
Daniel Knapp is Executive Director TMT at IHS Markit, a global information and advisory firm. His research focuses on the future of audio-visual media, platform economics, advertising, data strategies, and applications of artificial intelligence in media.

* the final faculty will be announced 4 weeks before the training
Training 7 focuses on the on-going developments in journalism and their impact on the viability of journalism, both as an economic commodity and as a fundamental cornerstone of a strong democracy. Building on the latest insights in journalism studies, media economics and innovation theory, attention is given to technological (new devices and cross-media formats), industrial (new players & disruptors) and social disruptions (changing consumption habits, how they specifically challenge the business of journalism and how to be best prepared to face these challenges.

Key Objectives
- Acquire a strategic and analytical perspective on shifting revenue streams for news content and journalistic production.
- Acquire in-depth understanding of the changing news consumption patterns and how this impacts the business of journalism.
- Provide best practices in addressing the economic and democratic challenges news media are confronted with, presented by leading experts in the field.
- Acquire actionable insights to prepare journalists, newsrooms and news organisations for future disruptions, and how to tackle them.

Topics
- Business models for news
- Changing news ecosystem
- Diversification of revenue streams
- Intrapreneurial units
- Cross media newsrooms
- Journalism innovation
- Technological disruptions
- Changing news consumption patterns
- Disinformation
- Journalism & democracy

* the final faculty will be announced 4 weeks before the training
TRAINING 8

AUDIO-VISUAL PRODUCTION

Training 8 focuses on the interplay between media economics and audio-visual production. It combines insights from recent work within production studies, policy studies and media economics, with a specific emphasis on financing of audio-visual production on the one hand, and creating the best environment and contextual circumstances for successful audio-visual productions on the other. It sheds light on recent trends in European and worldwide film, television and documentary production.

Key Objectives

• Acquire knowledge of trends and shifting financing and revenue models for TV drama, film and documentary production and format trade.
• Acquire an in-depth understanding of contextual and structural thresholds in European audio-visual markets.
• Acquire detailed knowledge of government support schemes and their importance for audio-visual production.

Topics

• Audio-visual production and financing
• European audio-visual markets
• Formats
• Audio-visual production management
• Film / Documentary / TV production
• Netflix
• Co-production
• Financial / strategic planning
• Government production schemes
• Broadcasting strategies
• Organisational development

* the final faculty will be announced 4 weeks before the training

FACULTY: PROFESSORS AND INDUSTRY EXPERTS

Confirmed experts

Prof. Dr. Tim Raats - Senior Researcher, imec-SMIT-VUB
Tim Raats’ scientific fields of interest include media management and policy issues. He specialises in public service media partnerships and independent television production.

Helen Perquy - Independent - Executive-Producer
Helen Perquy specialises in financing high-end television drama with international potential. As an executive producer (Tabula Rasa, Quiz Me Quick, etc.), she develops and manages international co-productions.

Ellen Onkelinx – master the gap
Ellen Onkelinx is a negotiation and public affairs expert and an accredited mediator at master the gap. Before founding master the gap, Ellen was the CEO of the Flemish film & television producers association for 11 years.

Emmy Oost- Fim Producer - Cassettes
Emmy Oost mainly focuses, within her company Cassette for timescapes, on documentary and crossmedia projects with social or political engagement. She received the Flanders Cultural Prize for Film 2015 and is part of the DocSociety Impact Producers, Eurodoc, EAVE, ACE & Power to the Pixel Producers Networks. Since 2014, she teaches ‘Production studies’ at LUCA, school of arts.

Faculty 2018 - 2019 experts

Prof. Dr. Andrea Esser - Professor of Media & Globalization, University of Roehampton
Andrea Esser’s research revolves around the transnationalisation of television production, distribution and consumption.

Douglas Wood - Group Director - Endemol Shine
Douglas Wood has over twenty years of experience in television research. He is an expert on global trends for the television industry and also oversees all research working on key formats of Endemol Shine.

Elena Lai - Head of Office, Europe Analytica and Secretary General, CEPI
Elena Lai is an Account Director specialising in audio-visual and media issues and is responsible for Business Development.
The Media Economics’ programme is guided by an advisory board consisting of professionals from the media industry.

On the basis of continuous dialogue between the directors of the programme and the board, we can guarantee a programme featuring the latest developments in the media industry and continuous evolution of the trainings.

Bart Becks - Founder angel.me ventures, Executive Chairman EURACTIV
Bart Becks is involved as founder, advisor and/or investor at a series of start-ups and scale-ups. Previously, Bart was CEO of Belgacom Skynet and Vice-President at SBS Media Europe. He also co-founded organizations such as startups.be, BeCentral and was chairman of iMinds (now imec).

Kris Vervaet is a civil engineer by training. He has been working at De Persgroep Publishing since September 2018, first as Publishing Director. A month later, in October 2018, he became CEO of DPG Media - De Persgroep Publishing. Before that, he worked for 3.5 years as Senior Vice President Business Customer Division at EDF in France. Before that, he was Chief Commercial Officer at EDF Luminus. He also worked for Proximus, in his last position as Vice President Marketing & Sales Channels.

Ann Caluwaerts - Chief Corporate Affairs, Telenet
Ann Caluwaerts is responsible for Telenet’s communications & corporate affairs strategy as well as Telenet’s wholesale business and P&L. Since 2016, she is also member of the board of directors of imec.

Angela Mills Wade - Executive Director, European Publishers Council (EPC) and Chairman, Europe Analytica Limited
Angela Mills Wade is the Chairman of Europe Analytica, an independent public affairs and communications consultancy company based in Brussels. Since 1991, Angela has been the Executive Director of the EPC, a high-level lobby group of European media groups.

Peter Quaghebeur - CEO at SBS Belgium
Peter Quaghebeur is CEO at SBS since 2016. Before that, Peter was CEO at Wpg, a large book publisher. At De Vlaamse Media Maatschappij, Peter was CEO and Chief Commercial Officer. Before that, Peter was Manager Display Advertising, Advertising Manager, Marketing Manager and CCO at Hoste/De Persgroep.
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