THE MEDIA ECONOMICS PROGRAMME

Prepare yourself for the future of the media industry
ABOUT THE 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.
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 ongoing practices by renowned professionals.
- Stimulate programme participants to further their own thinking on the basis of exercise-based learning in smaller subgroups.

FOR THOSE INTERESTED OR WORKING IN MEDIA CONTENT, ELECTRONIC COMMUNICATION AND / OR NEW MEDIA

PREPARE YOURSELF FOR THE FUTURE OF THE MEDIA INDUSTRY
JOIN THE MEDIA ECONOMICS PROGRAMME

Option 1: Select a two- or three day training
Option 2: Enrol for our full postgraduate programme

You pick 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 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:
600 EUR for a 3-day training
500 EUR for a 2-day training

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

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:
DESIGN
OF THE PROGRAMME

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
Foundations and transformations of media economics

Training 2
Media economics and policy in a digital age

Training 3
Intellectual property rights and remuneration for right holders

Training 4
Technology, innovation and data

Training 5
Audio-visual production

Training 6
Commercial communication and advertising in a digital age

Training 7
Economics of journalism

Training 8
Mergers and acquisitions

EACH TRAINING GIVES THE PARTICIPANTS THE POSSIBILITY TO GET READY TO IMPLEMENT NEW TECHNOLOGIES, DEVELOP NEW PROCESSES AND ACQUIRE NEW MARKETS IN MEDIA ECONOMICS.
Training 1 provides insight into the economic forces shaping the media industry. It focuses on the fundamental theoretical and applied economic frameworks that explain the industrial organization 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 dominant 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 coopetition
Strategic media management
Industrial Organization approach

FACULTY: PROFESSORS AND INDUSTRY EXPERTS

Prof. Dr. Pieter Ballon - Director, imec-SMIT-VUB / Brussels Smart City Ambassador
Pieter Ballon was appointed the first Brussels Smart City Ambassador and is also the International Secretary of the European Network of Living Labs.

Prof. Dr. Robert Picard - Senior Research Fellow, Reuters Institute, University of Oxford
Robert G. Picard is a specialist on media economics, policy and the challenges facing media in the digital age. He has been a consultant to media companies and government agencies.

Dirk Wauters - Visiting Professor Innovation Management, KU Leuven
Dirk Wauters started his career as co-founder of the first spin-off company from KU Leuven. He then worked in senior management positions at Alcatel, Siemens and became CEO of VRT.

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.

Arno Flier - Director - Monitor Deloitte
Arno Flier is Director in Deloitte Consulting’s Technology, Media and Telecom team. He has 18 years’ experience in strategy consulting and line management. He is specialised in M&A strategy and international media assignments.

Dr. Paul Clemens Murschetz - Associated Researcher, Austrian Academy of Sciences
Paul Clemens Murschetz is senior researcher in media economics and media management studies and associated researcher at the Austrian Academy of Sciences.

Olivier Braet - Senior Researcher, imec-SMIT-VUB
Olivier Braet is senior researcher at imec-SMIT-VUB. Within national and international research projects he focuses on the economical and industrial dimensions of new information- and communication technologies.

Liesbeth Van Impe - Editor in Chief, Het Nieuwsblad/De Gentenaar
Liesbeth Van Impe assumed the Editor in Chief post together with Pascal Weiss in 2011. At the KUleuven she teaches political reporting to master students in journalism.

Alex Thoré - Founder of Magis.Company and former Branding and Communication Director at Proximus
Alex Thoré is an expert in branding strategy and market positioning of telecommunication company’s content and service portfolio strategy.
Training 2 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.

Key Objectives
- Acquire knowledge of the main policy instruments affecting the media industry.
- Acquire knowledge of the trends in European and national policies.
- Understand how policies affect day-to-day business of media companies.
- Develop a personal stance on the interplay between media economics and media policies.

Topics
- Media policies
- European Digital Single Market
- Competition policy
- National media policies
- Advertising regulations
- Over-the-top media services
- Platform policies
- Netflix tax
- Google and anti-trust

FACULTY: PROFESSORS AND INDUSTRY 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.

Maxim Hauk, LL.M. - EU affairs consultancy
Maxim Hauk is a governmental affairs and political communications strategist and attorney for digital industries. He has more than 13 years of work experience for regulators, trade associations and the EU Parliament.

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

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 affairs 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.

Angela Mills Wade - Executive Director, European Publishers Council / 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.

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.

Jonathan Porter - Senior Economist, Ofcom
Mr. Porter is a Senior Economic Advisor in the Chief Economist's Team in Ofcom and before that he was Head of Economic Regulation at the Independent Television Commission ("ITC"). He has worked on a range of projects relating to competition and public policy issues.
Training 3 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 for 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.
- Decipher 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 digitization and innovation
- Collective management
- ISP’s
- Piracy
- Revenue generation through IPR
- Income streams
- Google News
- Territorial and online licensing

FACULTY: PROFESSORS AND INDUSTRY EXPERTS

Prof. Dr. Fabienne Brison - Lawyer-Partner HOYNG ROKH MONEGIER LLP
Ms. 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 international, national and local levels, funded by public (e.g. European Commission, UNESCO) or private (e.g. Google, VRT) organizations.

Tobias McKenney - Senior European IP Policy Manager, Google
Mr. 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 4 sheds light on how recent and upcoming technological evolutions and their underlying building blocks might impact the media sector. We discuss future scenarios for the data economy and algorithmic society, how evolutions in different technology stacks influence each other and what this means on a customer application level. The training explores how technological evolutions relate to legal, policy and societal trends.

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 reality and blockchain and their underlying technological building blocks.
• Provide insights and best practices on how to adopt innovation as a mindset in day-to-day operations.
• Provide insights and best practices on how to capture the value of data and steer algorithms.

Topics
Technological evolutions / disruptions
Big data
Algorithms
Privacy
Blockchain
Over-the-top media services
Personal data
Virtual reality
Internet-of-Things

FACULTY: PROFESSORS AND INDUSTRY 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.

Dr. Sari Depreeuw - Partner Daldewolf / Professor, USL-B
Ms. Depreeuw focuses on the various legal aspects of creation and (digital) innovation, such as protection by intellectual property rights and trade secrets, the use of personal and non-personal data, GDPR and IT contracts.

Simon Carroll – Editor, Internet of Me
As editor of Internet of Me, Simon Carroll has explored the enormous opportunities and challenges presented by the burgeoning personal data economy in an increasingly digital world. He has been a journalist for more than 25 years, many of them at UK’s biggest-selling national newspaper.

Jean-Luc Verhelst – Editor, Bitcoin, the Blockchain and Beyond
Jean-Luc Verhelst works as a strategy and blockchain consultant for Monitor Deloitte. He delivered multi-day trainings on Blockchain in EMEA and USA. He won the world’s largest blockchain hackathon of 2016 and his master thesis on Bitcoin received the award for best financial thesis of 2014 in Belgium.
Training 5 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

**FACULTY: PROFESSORS AND INDUSTRY 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.

- **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.

- **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.

- **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.

- **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.
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 insight in 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 on current trends in commercial communication and 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

FACULTY: PROFESSORS AND INDUSTRY 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
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.
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. It answers questions such as ‘Is there still economic growth in (old or new) news media’, ‘Can journalism live up to both its economic and democratic potential’ and Why it still makes economic sense to invest in news. Attention is given to technological, industrial and social disruptions, how they challenge the practice 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 technological, industrial and social context shaping the European news market.
- Provide best practices in addressing the challenges of contemporary journalistic production.
- Acquire strategic, actionable insights to prepare journalists, newsrooms and news organisations for future disruptions, and how to tackle them.
- Acquire insights in the development of future-proof business strategies

Topics

Journalism
Fake News
Value creation through news
Democracy Innovation theory
Technological disruptions
European news market
Journalistic production

FACULTY: PROFESSORS AND INDUSTRY EXPERTS

Prof. Dr. Ike Picone - Senior Researcher, imec-SMIT-VUB
Ike Picone’s research is situated in the domain of news and journalism studies. He focuses on interactive and participatory news use, with a special interest in digital storytelling and self-publication.

Nic Newman - Lead Digital News Report, Reuters Institute for Journalism
Nic Newman is a Research Associate at the Reuters Institute for the Study of Journalism and has been lead author of the annual Digital News Report since 2012. He is also a consultant on digital media, working actively with news companies.

Dr. Andra Leurdijk - Independent Advisor, Forallmedia & member of the Dutch Journalism Fund
Dr. Andra Leurdijk works as an independent researcher and consultant in media-innovation, -strategy and -policy. Among her clients are public broadcasters, governments, European bodies and advisory committees. She also sits on the board of the Dutch Journalism Fund.

Luc Rademakers - Global Advisory Consultant, WAN-IFRA
Luc Rademakers is Global Advisory Consultant at the World Association of Newspapers and News Publishers. As a management consultant, he has broad experience leading media transformation in executive roles for print, television, radio and digital.

Ole Reissmann, Managing Editor, bento.de
Ole Reissmann is managing editor of bento.de, the millennial news site from spiegel.de. He is teaching journalism at the University of Hamburg and the University of Bremen. Before launching bento.de, he worked as web, tech and media editor at spiegel.de where he covered the Snowden Files, Hackers and net politics.

Nicholas Lataire - Editor in Chief Information, VTM NEWS at Mediaalaan
Nicholas Lataire is Editor in Chief of the newsroom of VTM, the biggest commercial television channel in Belgium.
Training 8 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 sometimes-legalistic 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 of what would be 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

FACULTY: PROFESSORS AND INDUSTRY 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.

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 - Carlton 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’.
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).

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.
NETWORK OF THE PROGRAMME

The Media Economics programme brings together ...

... a large number of media professionals from different media sectors.

... acknowledged academic experts from the field of media economics.

... an international team of lecturers and professionals

(Belgium, Finland, Germany, Denmark, The Netherlands, UK, Austria, Sweden, USA, etc.).

FACULTY*

ACADEMIC EXPERTS FROM...

Vrije Universiteit Brussel
Austrian Academy of Sciences
Aarhus University
Catholic University of Leuven
USL-B
Ghent University
imec
Leiden University
University of Oxford
University of Roehampton
Carlton University
...and many more

MEDIA PROFESSIONALS FROM...

AKM
angel.me ventures
Central IP Service EC
Cresco Business Law Firm
Daldewolf
Deloitte
Discovery Communications Europe
ELSEVIER
Endemol Shine
EU affairs consultancy for Digital Industries and Content Media
EURACTIV
European Coordination of Independent TV Producers
European Interactive Digital Advertising Alliance
European Publishers Council
Europe Analytica Limited
Forallmedia
Google
HOYNG ROKH MONEGIER
IHS Markit
International Publishers Association
Jaeger Creative
Mediaalaan
Nielsen
Nokia Bell Labs
Ofcom
SBS
Spotify
Telenet
WAN-IFRA

*can slightly change from year to year
Contact

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More information and registration at:
www.vub.ac.be/en/study/postgraduate-in-media-economics