TRAINING IN MEDIA ECONOMICS

Deepen your knowledge on the basis of academic and industry insights
ABOUT THE TRAINING

In the various sectors of the media industry, new technologies have created new opportunities, such as innovative revenue streams, targeted content distribution, personalization, and more. At the same time, developments have also brought new challenges to each sector, as online media consumption is rapidly increasing, access to media content is gained through a multitude of devices, and the industry points to the declining sustainability of content production, while new media players are raising new questions of concentration and domination.

In this context, the training programme in Media Economics developed a range of courses that meets the needs of both media professionals and media organizations in facing the challenges of the digitalization in their respective media sector.

*In addition to our training programme, media professionals can also participate in the Postgraduate in Media Economics programme. Find more information at [www.vub.ac.be/en/study/postgraduate-in-media-economics](http://www.vub.ac.be/en/study/postgraduate-in-media-economics).*
GOALS OF THE TRAINING

The professional training courses ensure that its participants will be able to handle the competitive and technology-driven media environment they are working in today’s age.

The courses were created to suit the specific training needs of a broad range of media professional. The programme is based not only on lectures and demonstrations, but also on individual assignments and group work led by international experts and industry partners. This unique mixture of teaching methods allows participants to develop essential skills for the media industry.
The training programme offers a broad range of courses for media professionals working in different positions and different sectors:

- Management & Coordination
- Administration & Strategy
- Finance & Accounting
- HR
- Sales
- Development (R&D)
- Technique & Programming
- Analysis
- Production
- Creative activities
- Legal
  ... and many more

- AV sector
- Broadcasters
- Book sector
- Magazines and Newspapers
- Journalism
- Advertising sector
- New media sector
- Social media
  ... and many more

Course 1
Foundations and transformations of media economics

Course 2
Media economics and policy in a digital age

Course 3
Intellectual property rights and remuneration for right holders

Course 4
Technology, innovation and data

Course 5
Audio-visual production

Course 6
Commercial communication and advertising in a digital age

Course 7
Economics of journalism

Course 8
Mergers and acquisitions

REGISTRATION
TO THE TRAINING

Requirements
• English fluency
• Professional working in media sector and / or
• Graduate degree in related field

Applications will be screened by the advisory board and leading professors of the programme.

Costs
• Fee: 650 EUR per course

The fee grants access to the chosen course(s) and material for the course.

Funding Possibilities
• Educational vouchers (opleidingscheques)
• KMO-portefeuille
• Paid educational leave

As the programme is part of the educational institution VUB, applicants can make use of various funding possibilities.
ADVISORY BOARD OF THE TRAINING

The Postgraduate in 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 courses.

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 TRAINING

The Postgraduate in Media Economics 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.).

ACADEMIC EXPERTS FROM...
Vrije Universiteit Brussel
Aarhus University
Catholic University of Leuven
USL-B
Ghent University
imec
Leiden University
University of Oxford
University of Roehampton
...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
Medialaan
Nielsen
Nokia Bell Labs
Ofcom
SBS
Spotify
Telenet
WAN-IFRA
Wiggin
...and many more
Contact

PGMediaEconomics@vub.be

More information and registration at:
www.smit.vub.ac.be/event/media-economics-programme-smit