THE MEDIA ECONOMICS PROGRAMME

Prepare yourself for the future of the media industry
ABOUT
THE PROGRAMME

The Media Economics programme is a new programme at the Vrije Universiteit Brussel, combining facts and figures of state of the art scientific research with interesting and sometimes conflicting insights from industry experts.

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, personalization, and more. At the same time, developments in the media ecosystem have also brought new challenges to the 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 Media Economics programme aims to equip media professionals and postgraduate students with the tools to overcome the challenges and take advantage of the opportunities of the digitalization, 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. There are three main specific objectives:

- 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.
- To offer concrete, real-life insights from various players in the media industry through an elaboration of best, worst and ongoing practices by renowned professionals.
- To stimulate programme participants to further their own thinking on the basis of exercise-based learning in smaller subgroups.
JOIN THE MEDIA ECONOMICS PROGRAMME
PREPARE YOURSELF FOR THE FUTURE OF THE MEDIA INDUSTRY

You can join the Media Economics programme in two ways.

Option 1: Start the full Postgraduate programme
Option 2: Pick your Training courses

OPTION 1

Do you want to participate in the complete study programme that includes multiple courses and accreditation?

Participants of the full Postgraduate programme will receive a full accredited Postgraduate degree from the VUB.

Courses:
1 compulsory (course 1)
4 elective (choose from courses 2-8)
(30 ECTS in total)

Costs: 3050 EUR

You can find more information about the programme design, application process, entry requirements and tuition fee via the VUB website:

OPTION 2

Do you want to participate in one or more specific courses without following the whole Postgraduate programme?

Media professionals can pick one or more Training courses from the range of courses offered (in AV, advertising, press, new technologies, etc.) to update their skills in their respective media sector.

Costs: 650 EUR (per course)

You can find more information about the programme design, registration process and costs 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 courses based on their availability.

...TAILORED COURSES based on the individual needs of the participants. The courses cover different aspects of media economics and media sectors.

...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.
COURSES
OF THE PROGRAMME

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

EACH COURSE GIVES THE PARTICIPANTS THE POSSIBILITY TO GET READY TO IMPLEMENT NEW TECHNOLOGY, DEVELOP NEW PROCESSES AND ACQUIRE NEW MARKETS
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 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 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.).
Contact

PGMediaEconomics@vub.be

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