SCC2021_3A_MED01
BUSINESS MODEL MEDIA

Nombre de crédits : 3
Langue d'enseignement : English
Responsable du cours : PRUSKER ESTELLE
Enseignants : STAFFORD Clare

DESCRIPTION DU COURS

Knowledge and understanding of the media market, media business model and revenue streams

OBJECTIF DU COURS

Knowledge and understanding of media business models, economics, and impact of contemporaneous challenges on production and profits.

1. Demonstrate knowledge of relationships between media and economic and financial factors.

2. Demonstrate a developing understanding of core processes of national and international media industries and changes in their business, economics and marketing.

3. Research and analyse economic practices and structures of media industries in national and international settings and contexts.

LEARNING OBJECTIVES

Learning goals C4B	LG1 - Analyse
Learning objectives C4B	LO2 - Analyser des situations complexes
Outcomes	Niv. 3 - Justifier ses conclusions et émettre des recommandations de façon argumentée

Learning goals C4B	LG3 - Entrepreneuriat et innovation
Learning objectives C4B	LO7 - Identifier les besoins et élaborer une offre pertinente
Outcomes	Niv. 3 - Construire et formaliser une nouvelle offre

CONCEPTS ENSEIGNÉS

Part 1. Introduction to the module and the business of media. Hang on: what is a business model? Why all the fuss? What are the major disruptions facing media business models? Changing Structures: consumers and engagement

The key focus in the first block is for us to have time to explore the wider picture: not just what is going on in the business of media but what is business anyway. We will look at the core vocabulary we need, the main issues, where to get statistics, what do those stats mean.

Part 2: Understanding revenue streams: advertising, paywalls, freemium, ad blocking, crowdfunding and diversification.

The key focus in the second block is how media make money - and what is that all about. We will look at the different forms and which ones might be working better than others.

Part 3: Researching failed media and why that happens

Moving from the most general overview of the landscape in block one, through more precise understanding of operations in block two allows us in this block three to have a precise look at individual media. This block allows us to very much look under the hood of an individual site, newspaper or idea and say 'what happened there'. We will look at a range of startups, media or businesses that have not managed to sustain themselves. We will look at what went wrong, what were the disruptors - and most excitingly - give you a chance to say how you would do it differently.

MÉTHODES PÉDAGOGIQUES

Case studies, lectures, seminars, workshops, panel discussions, poster presentations

TRAVAIL ATTENDU ET ÉVALUATION

-

BIBLIOGRAPHIE

General

Anderson, P.J. and Ward, G. (2007) *The Future of Journalism in the Advanced Democracies*. London: Ashgate.

de Beer, A.S. and Merril, J. (2004) *Global Journalism: Topical Issues and Media Systems*. Boston: Pearson.

Boyd-Barrett, O. (1980) *The International News Agencies*. London: Constable.

Boyd-Barrett, O. and Rantanen, T. (1998) *The Globalization of News*. London:Sage.

Croteau, D. and Hoynes, W. *The Business of Media*. London: Sage.

Curran, J. and Seaton, J. (2003) *Power Without Responsibility*. London: Routledge.

Doyle, G. (2002) *Media Ownership*. London: Sage.

Franklin, B. (1997) *Newszak and News Media*. London: Arnold.

Franklin, B. et al. (2005) *Key Concepts in Journalism Studies*. London: Sage. Harcup, T. (2004*) Journalism: Principles and Practice*. London: Sage. Hargreaves, I. (2003) *Journalism: Truth or Dare?* Oxford: OUP. Harrison, Jackie (2006) *News*. London: Routledge.

Herman, E. and McChesney, R. (1998) *The Global Media: The New Missionaries of Corporate Capitalism*. London: Cassell.Jensen, K.B. (2002) *A Handbook of Media and Communication Research*. London: Routledge.

Louw, E. (2005) *The Media and Political Process*. London: Sage.

McPhail, T (2010) *Global Communication: Theories, Stakeholders, and Trends,* 3rd Ed, Malden: Blackwell

O"Malley, T. and Soley, C. (1999) *Regulating the Press*. London: Pluto. Rantanen, T. (2005) *The Media and Globalization*. London: Sage.

Reeves, G. (1993) *Communications and the Third World*. London: Routledge.

Schiller, H. (1989) *Culture Inc. The Corporate Takeover of Public Expression.* Oxford: Oxford University Press.

Shaw, M. *Civil Society and Media in Global Crises: Representing Distant Violences*. New York: Pinter.

Sinclair, J., Jacka, E. and Cunningham, S. (1996) *New Patterns in GlobalTelevision: Peripheral Visions*. Oxford: Oxford University Press.

Skovmand, M. and Schroder, K. (1992) *Media Cultures: Reappraising Transnational Media.* London: Routledge.

Thussu, D.K. (2000*) International Communication: Continuity and Change* London: Arnold.

Tumber, H. (1999) *News A Reader.* Oxford: Oxford University Press.

Tunstall, J. and Palmer, M. (1991) *Media Moguls.* London: Routledge.

Van Ginneken, J. (1998) *Understanding Global News: A Critical Introduction.* London: Sage.

Zelizer, B. (2004) *Taking Journalism Seriously*. London: Sage.

French

CHANTEPIE P. LE DIBERDER A. *Révolution numérique et industries culturelles*. Repères, La Découverte, Paris, 2005

CHUPIN Ivan, HUBE Nicolas, KACIAF Nicolas. *Histoire politique et économique des médias en France.* Paris : La Découverte, 2009

GABSZEWICZ, Jean. SONNAC, Nathalie. *L'industrie des médias à l'ère numérique* . Paris : éditions La Découverte, 2ème éd., 2010

LE FLOCH, Patrick. SONNAC, Nathalie. Economie de la presse. Paris : éditions La Découverte, 2ème éd., 2005.

SCHERER, Eric. *A-t-on encore besoin de journalistes ? : manifeste pour un journalisme augmenté.* Paris : PUF, 2011.

TOUSSAINT DESMOULINS, Nadine. *L'économie des médias*, 8**e** éd., Paris, P.U.F. « Que sais-je ? », 2011, 128 pages.

BENGHOZI, P.J. (sous la direction de), *Contenus culturels numériques et modèles d'affaires innovants*, Ministère de la Culture et de la Communication. Actes du séminaire Contenus Numériques et Modèles d'Affaires Innovants. GIS Culture & Numérique, Octobre 2012. http://bit.ly/XmkQf4

WEYGAND, F. « Le développement d'un modèle d'affaires hybride : le cas de cityvox », Terrains & Travaux, Vol. 1, N°15, 2009, pp.105-126

MÉTHODE D'ÉVALUATION

40 % : Contrôle continu
60 % : Examen

SÉANCES

1 **Introduction**
COURS, ETUDE DE CAS ET EXERCICES : 03h00

Introduction to the business of media. Business models and value chains

2 **Introduction**
COURS, ETUDE DE CAS ET EXERCICES : 03h00

Key disruptors facing media business models

3 **Changing structures : customers and engagement.**
COURS, ETUDE DE CAS ET EXERCICES : 03h00

Changing structures: customers and engagement. Case studies: Trinity Mirror, Buzzfeed and more.

4 **Media landscape**
COURS, ETUDE DE CAS ET EXERCICES : 03h00

Media landscape: industry specific research and presentations

5 **Understanding revenue streams**
COURS, ETUDE DE CAS ET EXERCICES : 03h00

Understanding revenue streams : advertising and paywalls, crowdfunding and more

6 **Understanding revenues**
COURS, ETUDE DE CAS ET EXERCICES : 03h00

Understanding revenues: written assessment

7 **Media black hole**
COURS, ETUDE DE CAS ET EXERCICES : 03h00

Media black hole: media and broken business models

8 **Conclusion**
COURS, ETUDE DE CAS ET EXERCICES : 03h00

Media business models: proposed solutions panel discussions.