

Syllabus: The European Multimedia Sector – consumers, business and regulation

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Spring term 2024/2025

A. General data

Name of the field	Content
Course title	The European Multimedia Sector – consumers, business and regulation
Organizational unit:	Faculty of Management
Organizational unit where the course is offered:	Faculty of Management
Course ID	-----
Erasmus code / ISCED	14600
Course groups	
Period when the course is offered	Spring semester 2024/2025
Short description	<p>The course looks at the European Multimedia Sector (EMS) seen as a key driver of the EU digital economy, and simultaneously a significant socio-political arena. It focuses on its impact on the position of EU consumers, business challenges posed by its economic dependence on foreign digital giants, high social welfare costs, insufficient investments in R&D and its turbulent relationship with public authorities struggling to regulate rapid technological developments.</p> <p>Analyzed are the realities of media globalisation & individualization, emphasising the crucial role of 'content' and new economic models, such as the closing gap between user and professionally generated content, imbedded advertising, and cross-sector integration.</p> <p>Discussed are the efforts of public authorities to regulate the EMS. These are aimed at safeguarding individual (eg security of personal data), collective (eg safety of minors) and economic rights characteristic for the EU. Stressed are recent developments in sectorial regulation and competition law enforcement directed specifically at digital giants such as Google and, most recently, TikTok.</p> <p>The course is designed to identify specific dangers, advancements and opportunities that are presenting in the EMS. These include: personalization and internalization of content production and distribution; EU funding schemes and new job opportunities emerging in the EMS; the use of multimedia to disseminated fake news and foreign 'control' over EU digital markets.</p>
Type of course:	Seminar
Full description	<p>The course analyzes the European Multimedia Sector (EMS) seen as a key driver of the EU digital economy, but simultaneously also a significant socio-political arena. It focuses on its impact on the position of EU individuals (consumers) and business challenges posed by its economic dependence on foreign digital giants (mostly Google, Apple, Facebook, Amazon, Microsoft). The course also considers the turbulent relationship of the EMS with public authorities in their efforts to facilitate the EMS and to regulate it effectively. Central to the discussion is the significant and persistent weakness of the EMS in the global context, partially caused by its historical fragmentation and two decades of austerity measures, insufficient level of investments, especially in R&D, as well as by the regulatory strictness protecting the rights of European entities, which overall cause the low productivity of the European economy, including the EMS.</p> <p>The course looks at the realities of media globalisation, from the perspective of EU companies, individuals and regulators. Focus is placed on the key role of 'content' (traditional/professional and user generated) for the development of multimedia in economic and socio-political terms. Emphasised are also the problems deriving from market power held by foreign digital platforms in their relationship with traditionally defined consumers (viewers & users ie B2C relationship) as well as those that are simultaneously also content creators (B2C & B2B relationship). Modern advertising techniques and the collection and use of Big Data for that purpose is considered in particular as is, the growing impact of self promotion, direct viewer financing, and cross industry activities originating from the multimedia sector. Shifts brought about by the covid pandemic are also considered, from a short and long term perspective, as they continue to affect consumers (eg growing screen time), businesses (eg explosion of streaming platforms and simultaneous decline of cinema markets) and regulators (eg priority in 'supervising' foreign gatekeepers).</p> <p>The course will discuss the struggles of public authorities in Europe aiming to protect EU individuals and somewhat shield, and even aid, EU business initiatives, by tackling specific anticompetitive and/or market practices of foreign digital giants classified in the EU as infringing the rights of EU consumers and businesses. As to sectorial regulation, the newest version of the European Audiovisual Media Services Directive is considered together with the Digital Markets Act and Digital Services Act of 2022, and the recent European Media Freedom Act of 2024, especially</p>

		<p>their expected impact on platforms such as <i>Facebook</i> or <i>Amazon</i>. Subsequently, examples will be given of individual application of European Competition Law towards dominant companies such as <i>Google</i> and most recently <i>Apple</i>, as well as mergers and acquisition review that involve major companies such as <i>Disney</i> and <i>Microsoft</i> and their impact on the EMS overall.</p> <p>One of the purposes of this course is to identify specific dangers, advancements and opportunities that are presenting in the European Multimedia Sector. Among the discussed dangers are: persistent failure to protect minors on <i>YouTube</i>, appropriation of content and fake news of social media, infringements of privacy on <i>Facebook</i>, and internet addiction fuelled by the emergence of short form content. Advancements include: <i>Netflix</i>'s positive impact on the internalisation of content production and consumption within the EU, as do, albeit arguably, the introduction of short form content spearheaded by TikTok in 2020 and the recent diversification of subscription tiers by streaming platforms. New opportunities include: the creation of diverse multimedia-specific creative and managerial jobs; and the internalisation of job markets. Noted opportunities can also be found in the varied EU funding schemes available to 'European' business initiatives. Considering most recent developments, the course will also discuss the emergence of AI tools, which simultaneously pose dangers, facilitate advancements, and create opportunities for the future of multimedia and all its stake holders.</p>
Prerequisites	Formal	None
	Initial	<p>The course covers diverse issues relevant to the development and functioning of the multimedia economic sector. Students should have empirical knowledge on the state of media in their region as well as practical knowledge on using new media products and services such as UGC, personal broadcasting, streaming, new forms of advertising.</p> <p>It would be advantageous, but not essential, for students to have some knowledge on the functioning of the European internal market.</p>
Learning outcomes		<p>As a result of the course, participating students will be able to</p> <ul style="list-style-type: none"> • <u>Present and defend</u> how to define the multimedia sector in economic terms, and its relationship to socio-political developments in the EU and globally • <u>Explain</u> why the EMS is of strategic importance to Europe's future developments in socio-economic and socio-political terms, and the relationship between the high level of social welfare characteristic for the EU and economic effectiveness • <u>Evaluate</u> different digital parameters as well as factors influencing recent trends in digital developments such as: the impact of the Covid pandemic, wide-spread effects of global vertical and cross-sector integration, evolving relationship between data and advertising • <u>Analyze</u> the specific characteristics of the EMS and the reasons why EU companies struggle to compete with foreign digital giants, which benefit from a more liberal approach of the US, and the centrally directed approach to business and data characterising China • <u>Recognise</u> specific dangers, advancements and opportunities provided by the development of the EMS that are of most relevance to themselves • <u>Identify</u> key issues which are subject to sectorial regulation on the EU internal market in the multimedia sphere (eg rules on embedded advertising) by contrast to issues that are dealt with on the basis of competition law enforcement • <u>Critically assess</u> the relationship between the priorities and competences of the EU and its Member States and their struggle with regulating foreign digital giants on the EU and national level on the example of mergers • <u>Understand</u> the importance of using EU competition rules towards digital giants (such as Google or Apple), which are able to shape the state and future of the EMS
ECTS credit allocation (and other scores)		2
Assessment methods and assessment criteria		<p>Test (26 points in total)</p> <ul style="list-style-type: none"> • 20 multiple-choice questions (1 point each) • 2 open questions (max 3 points each) <p>Grading</p> <ul style="list-style-type: none"> • 24-26 points grade 5+ • 21-23 points grade 5 • 19-20 points grade 4+ • 17-18 points grade 4 • 15-16 points grade 3+ • 13-14 points grade 3
Examination		Graded credit
Type of class		Elective, seminar
Method of implementation of the subject		Online (Zoom) – links will be provided before the course starts
Language		English

Bibliography	Complete learning resources will be provided after the last lecture in the form of detailed slides
Internship as part of the course	No
Coordinators	
Group instructors	Ewelina D. Sage Dhill (OXON)
Notes	

B. Detailed data

Name of the field	Content
Group instructors:	Ewelina D. Sage DPhil (OXON)
Title	European Multimedia sector – consumers, business and regulation
Type of class:	Seminar
Learning outcomes defined for didactic method used during the course	<p>As a result of the course, participating students will be able to</p> <ul style="list-style-type: none"> • <u>Present and defend</u> how to define the multimedia sector in economic terms, and its relationship to socio-political developments in the EU and globally • <u>Explain</u> why the EMS is of strategic importance to Europe's future developments in socio-economic and socio-political terms, and the relationship between the high level of social welfare characteristic for the EU and economic effectiveness • <u>Evaluate</u> different digital parameters as well as factors influencing recent trends in digital developments such as: the impact of the Covid pandemic, wide-spread effects of global vertical and cross-sector integration, evolving relationship between data and advertising • <u>Analyze</u> the specific characteristics of the EMS and the reasons why EU companies struggle to compete with foreign digital giants, which benefit from a more liberal approach of the US, and the centrally directed approach to business and data characterising China • <u>Recognise</u> specific dangers, advancements and opportunities provided by the development of the EMS that are of most relevance to themselves • <u>Identify</u> key issues which are subject to sectorial regulation on the EU internal market in the multimedia sphere (eg rules on embedded advertising) by contrast to issues that are dealt with on the basis of competition law enforcement • <u>Critically assess</u> the relationship between the priorities and competences of the EU and its Member States and their struggle with regulating foreign digital giants on the EU and national level on the example of mergers • <u>Understand</u> the importance of using EU competition rules towards digital giants (such as Google or Apple), which are able to shape the state and future of the EMS
Assessment methods and assessment criteria for didactic method used during the course	<p>Test (26 points in total)</p> <ul style="list-style-type: none"> • 20 multiple-choice questions (1 point each) • 2 open questions (max 3 points each) <p>Grading</p> <ul style="list-style-type: none"> • 24-26 points grade 5+ • 21-23 points grade 5 • 19-20 points grade 4+ • 17-18 points grade 4 • 15-16 points grade 3+ • 13-14 points grade 3
Examination for didactic method used during the course	Graded credit
Range of content	Course-specific research, legal sources and commentaries, press coverage, statistical data
Didactic methods	Seminar
Bibliography	Complete learning resources will be provided after the last lecture in the form of detailed slides
Group limit	
Time span	Spring semester 2024/2025
Location	ZOOM