



ELE 3718 Media Economics

Studium

Exchange Program, Valgkurs

Kursansvarlig

Mona K Solvoll

Institutt

Institutt for kommunikasjon og kultur

Semester

Se studieplan for aktuelt studium

Studiepoeng

7,5

Undervisningsspråk

Engelsk

Innledning

Læringsmål

Forkunnskaper

Obligatorisk litteratur

Bøker:

Doyle, Gillian. 2013. Understanding media economics. 2nd ed. Sage. 232 pages

Bokutdrag:

Carl Shapiro and Hal Varian. 1999. Information Rules. chapter 3 Versioning Information

Vogel, Harold. 2015. Entertainment Industry Economics: A Guide for Financial Analysis. 9th ed.. Chapter 2: basic Elements

Artikler:

Curien, Nicolas & Moreau, Francois. 2009. The Music Industry in the Digital Era. Journal of Media Economics. 22:2. 102-113

Gaustad, Terje. 2002. The Problem of Excludability for Media and Entertainment Products in New Electronic Market Channels. Electronic Markets. 12:4. 248-251

Hallvard Johnsen og Mona Solvoll. 2007. The Demand for Televised Football. European Sport Management Quarterly. 7: 4. 311-335

Huang, Sonia J. og Wang, Wei-Ching. 2014. Application of the Long Tail Economy to the Online News market. Journal of Media Economics. 27:3. 158-176

Jens Barland. 2013. Innovation of New Revenue Streams in Digital Media: Journalism as Customer Relationship. Nordicom Review. 34. 99-112

Kvalheim, Nina. 2014. News Behind the Wall: An Analysis of the Relationship Between the Implementation of a Paywall and News Values. Nordicom Review. 3. 25-42

Richard van der Wurff. 2011. Are News Media Substitutes? Gratifications, Contents and Uses. Journal of Media Economics. 24:3. 139-157

Thomas Eisenmann et al.. 2006. Strategies for Two- Sided Markets. Harvard Business Review. 92-101

Wouter van der Velde, Olaf Ernst. 2009. The future of eBooks? Will print disappear? An end-user perspective. Library Hi Tech. 27 (4). 570-583

Anbefalt litteratur

Emneoversikt

Dataverktøy

Læreprosess og tidsbruk

Ressursbruk

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon

Tilleggsinformasjon