

POSTGRADUATE IN MEDIA ECONOMICS

Turning young professionals
into media industry experts



ABOUT

THE PROGRAMME

The Postgraduate in Media Economics 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 Postgraduate in Media Economics aims to equip young 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.

In addition to our Postgraduate programme, media professionals can also participate in the Training programme to find the right course for their needs. Find more information at www.smit.vub.ac.be/event/media-economics-programme-smit.

W
E
L
C
O
M
E



PREPARE YOURSELF FOR THE FUTURE OF THE MEDIA INDUSTRY

FOR PEOPLE INTERESTED OR WORKING IN MEDIA CONTENT,
ELECTRONIC COMMUNICATION AND / OR NEW MEDIA

GOALS OF THE PROGRAMME

The goal of the Postgraduate in Media Economics is to turn its participants into experts in the economic foundations, strategies and challenges of transforming media sectors in Europe (and beyond). 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.

DESIGN OF THE PROGRAMME

The programme of the Postgraduate in Media Economics is tailored to young professionals and postgraduate students in the media industry. The Postgraduate offers...

...an **ACCREDITED PROGRAMME** (with 30 ECTS) by the Flemish government and the internationally acclaimed university VUB. The successful completion of the programme will provide the participants with an accredited certificate.

...**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.



1
YEAR

5
COURSES

3
DAYS ATTENDANCE
PER COURSE

2
SEMESTERS

6 - 12
DAYS PER SEMESTER
ATTENDANCE

COURSES

OF THE PROGRAMME

The programme offers 1 compulsory and 7 elective courses from which participants choose 4 (30 ECTS in total).

Course 1 (compulsory)

Foundations and transformations of media economics

Course 2 (elective)

Media economics and policy in a digital age

Course 3 (elective)

Intellectual property rights and remuneration for right holders

Course 4 (elective)

Technology, innovation and data

Course 5 (elective)

Audio-visual production

Course 6 (elective)

Commercial communication and advertising in a digital age

Course 7 (elective)

Economics of journalism

Course 8 (elective)

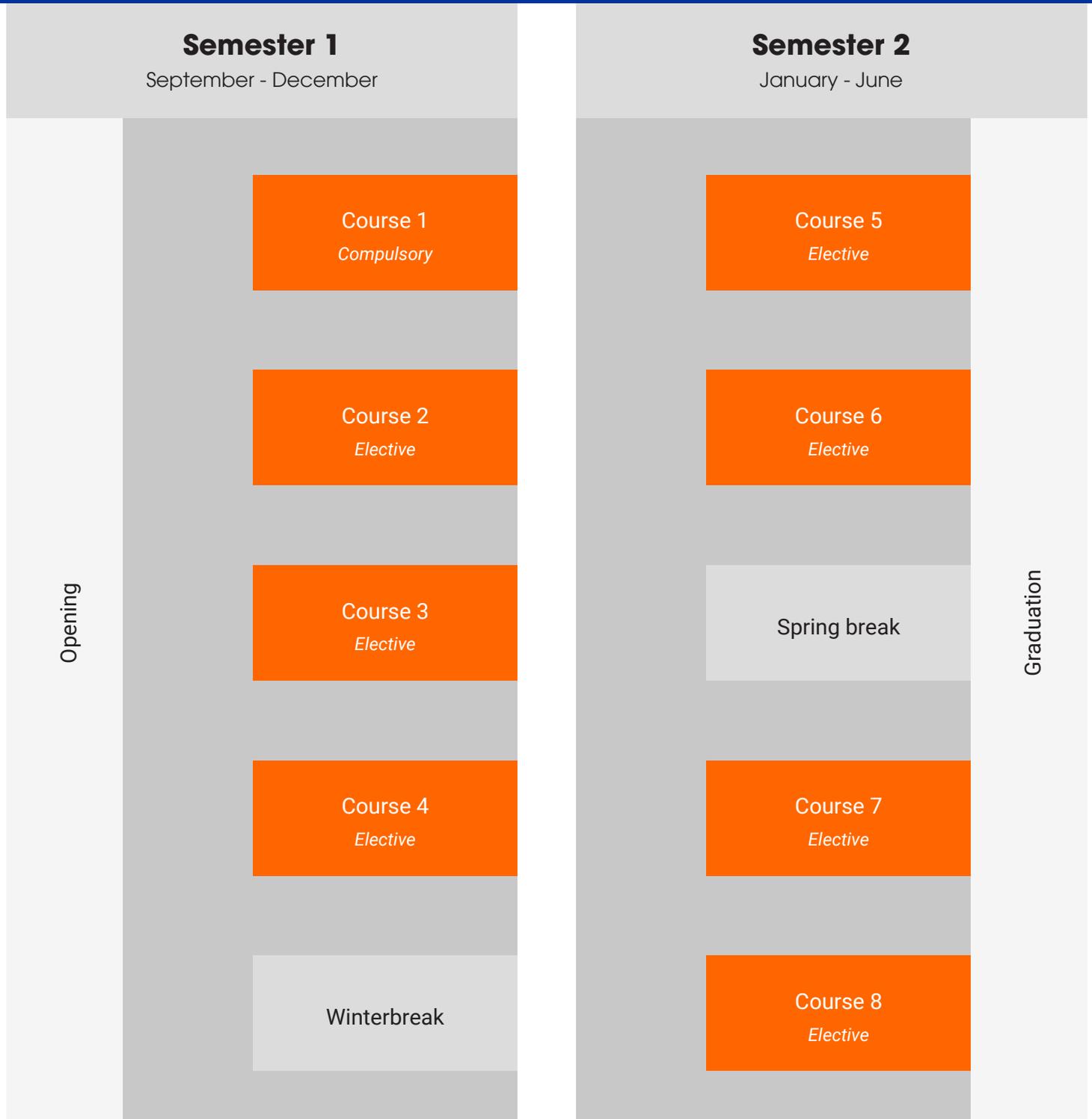
Mergers and acquisitions

Find more information about the courses in the yearly Media Economics programme of the VUB at www.vub.ac.be/en/study/postgraduate-in-media-economics.

CURRICULUM

OF THE PROGRAMME

The curriculum of the programme runs from September to June each year setting out from three full-day lectures, discussions, group work and individual (online) exercises and assignments as well as remote learning per (chosen) course.



ADMISSION

TO THE PROGRAMME

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

- Tuition: 3.000 EUR

The tuition fee includes full tuition, material for the courses and programme, a student card and full access to the university and faculty infrastructure as student (library, restaurant, online tools, etc.).

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.

START YOUR MEDIA ECONOMICS PROGRAMME NOW

ADVISORY BOARD

OF THE PROGRAMME

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 PROGRAMME

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

MEET THE MEDIA



AMSTERDAM
BRUSSELS
DÜSSELDORF
MADRID
MANNHEIM
MÜNCHEN
PARIS



MEDIALAAN



European Publishers Council



Supported by



POSTGRADUATE IN MEDIA ECONOMICS
PROGRAMME DESCRIPTION



Contact

PGMediaEconomics@vub.be

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

