### Disciplina: **Competition Policy in Digital Media**

**Código:** GRDDIRELE0139

**Professor:** Konstantina Bania

**Carga Horária:** 30h

### Ementa

Understanding how the media we use on a daily basis (e.g. Google, Facebook, TV channels, etc.) operate and how competition rules apply to them. Analysis of agreements between football federations or Hollywood studios and television broadcasters (sale of ‘premium’ content such as popular sports competitions and blockbusters). Search engines and abuse of dominant position/ monopoly power – The case of ‘Google Search’ in Brazil, the EU and the U.S. Explaining the legal framework of public television (e.g. TV Brasil, BBC, PBS): Traditional perspectives, expansion of public broadcasters into new media markets and impact on competition. Analysis of agreements between digital stores and book/newspaper publishers – The Apple ‘cartel’ and pricing strategies for the sale of print and digital publications (fixed book pricing and online agency). Understanding the interplay between Competition and Intellectual Property Rights. The impact of competition enforcement on non-economic values: How Google and Facebook acquire market power by collecting personal data. Mergers between broadcasters and newspapers (e.g. NBC/Comcast, Newscorp/BSkyB) and their impact on democracy. News aggregators (Google News, Flipboard, etc.) and competition in the news market: How the newspaper industry and competition authorities around the globe have dealt with ‘scraping’. Understanding the economics and structures of media markets (production and distribution of films and TV series, barriers to enter the online search market, etc.).

### Objetivos Gerais

Understand the legal framework that regulates competition in a wide range of media markets (television, online search, newspapers, etc.) and acquire sound knowledge of business strategies (mergers, agreements, pricing models) and policies (laissez-faire, State financing of public service media) that determine the structure of today’s Information Society.

Identify key challenges facing traditional and new media markets in the era of ‘digitization’ and ‘content abundance’ as well as the lacunae left open by competition rules in a number of jurisdictions (with a focus on Brazil, the EU and the U.S.). Critically assess the approach that competition authorities around the globe follow towards powerful media corporations and detect and apply sound (legal and economic) principles in modern competition policy in the media.

### Objetivos Específicos

Identify key challenges facing traditional and new media markets in the era of ‘digitization’ and ‘content abundance’ as well as the lacunae left open by competition rules in a number of jurisdictions (with a focus on Brazil, the EU and the U.S.). Critically assess the approach that competition authorities around the globe follow towards powerful media corporations and detect and apply sound (legal and economic) principles in modern competition policy in the media.

### Bibliografia Obrigatória


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