



SUBJECT: II. Regulation of the contents of audiovisual communication (3 ECTS).		
MASTER DEGREE: MASTER'S DEGREE IN THE LAW OF TELECOMMUNICATIONS, DATA PROTECTION, AUDIOVISUAL AND INFORMATION SOCIETY	ECTS:3	QUARTER: 2
DRA. MARIA NIEVES DE LA SERNA BILBAO		

TIMETABLE FOR THE SUBJECT								
WEEK	SESSION	DESCRIPTION OF EACH SESSION	GROUP (X mark)		Indicate if a different lecture room is needed (computer, audiovisual, etc.)	HOMEWORK PER WEEK		
			1	2		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1		1 Audiovisual content regime 1.1. Community requirements for content.	X			Exposure of themes	1,30	2hs
2		1.2. Legal regime and management of audiovisual content through a channel or catalog of programs	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
3		1.3 Content generated by user 2.0: its impact on the audiovisual.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
4		1.3 Content generated by user 2.0: its impact on the audiovisual.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs



5		1.4. Advertising and the audiovisual communication sector.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
6		1.5. New Advertising Forms	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
7		2. Intellectual property in the audiovisual market 2.1 Audiovisual works and recordings. Moral rights, exploitation, simple remuneration and related or related rights.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
8		2.2. The authors (director, scriptwriter and composer), the producer of the audiovisual work. Other subjects: performers and broadcasters.	X			Exhibition and defense of works and evaluation type test	1,30	2hs
9		2.3. Intellectual property of video games.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs



10		2.4 Intellectual Property Practical Cases in the Audiovisual Field	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
11		2.4 Intellectual Property Practical Cases in the Audiovisual Field	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
12		3. The regime of obligations and responsibilities for broadcast audiovisual content 3.1 Editorial direction and responsibility; Civil liability and criminal liability subsidiary jointly for contents broadcast through audiovisual communication services	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
13		3.2. The responsibility of intermediaries on the Internet for other people's content.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
14		4 Judicial and extrajudicial protection of audiovisual creations 4.1. Specific problems with audiovisual creations: exchange and downloads through P2P networks.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs



15		4.1. Specific problems with audiovisual creations: exchange and downloads through P2P networks.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
16		4.2 Crimes and audiovisual	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
17		4.3. The Registry of Intellectual Property and registration of audiovisual creations. The rights management entities author. Technological measures of protection.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
18		4.4. New forms of protection: the copyleft movement, the GPL licenses and the Creative Commons. Its legal effectiveness and recognition by the Courts	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
19		5.- The contracting and distribution of the audiovisual work 5.1. The contracting of contents. General scheme.	X			Presentation of topics and analysis of contract	1,30	2hs
20		5.2. Production contracts with authors: writing of common and specific clauses.	X			Presentation of topics and analysis of contract	1,30	2hs



21		5.3. The contract for production, coproduction and audiovisual distribution and artistic contracting.	X			Presentation of topics and analysis of contract	1,30	2hs
22		5.4. Contracts on pre-existing works	X			Presentation of topics and analysis of contract	1,30	2hs
23		5.5. Contracts of merchandising and product placement: writing of common clauses.	X			Presentation of topics and analysis of contract	1,30	2hs
24		Evaluation	X			Exhibition and defense of works and evaluation type test	1,30	4hs
25		Development and personal work	X			Exhibition and defense of works and evaluation type test	1,30	4hs
26		Development and personal work	X			Exhibition and defense of works and evaluation type test	1,30	2hs



		TUTORIA	X			Personalized attention, group or individually	20 hs	
TOTAL HOURS							39+20	182 hs