



**SUBJECT:** II.- Services and structure of the audiovisual market (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		Services and modalities of the audiovisual market: 1.1. Digital Terrestrial Television.	X			Exposure of themes	1,30	2hs
2		1.2. Satellite TV, cable and IPTV.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
3		1.3. VoD, Audiovisual Cloud, Connected TV: Smart TV, New Interactive TV and Hybrid Television (HbbTV).	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
4		1.3. VoD, Audiovisual Cloud, Connected TV: Smart TV, New Interactive TV and Hybrid Television (HbbTV).	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs



5		1.4. Traditional audio-visual radio communication services, "mobile radio" services, Internet radio and podcasting.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	2hs
6		1.4. Traditional audio-visual radio communication services, "mobile radio" services, Internet radio and podcasting.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
7		1.5. Contents a la carte: on television and on portable devices	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
8		8. Audiovisual Market Structure 8.1. The concentration of means	X			Exhibition and defense of works and evaluation type test	1,30	3hs
9		8.2. Financing of the audiovisual work: advance financing and production aid. The promotion of the audiovisual work.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
10		8.2. Financing of the audiovisual work: advance financing and production aid. The promotion of the audiovisual work.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs



11		8.3. The European audiovisual work	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
12		8.4- Audiovisual in the age of Smartphone.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
13		8.5 Transparency in the audiovisual media sector	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
14		8.6 New perspectives for changes in the audiovisual sector	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
15		8.7. Television formats: legal protection, exploitation and licenses.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs



16		8.8. The right to exclusive contracting of audiovisual content.	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
17		8.9. Measurement of audiences in the audiovisual market, a legal vision	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
18		8.10 Digital entertainment for audiovisual formats	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
18		DEVELOPMENT AND DEFENSE OF WORK	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
19		DEVELOPMENT AND DEFENSE OF WORK	X			Presentation of topics and analysis of legislation and jurisprudence	1,30	3hs
20		Evaluation	X			Exhibition and defense of works and evaluation type test	1,30	6hs



21		TUTORIA	X			Personalized attention, group or individually	20 hs	
<b>TOTAL HOURS</b>							30	60 hs