

Economics 499.73 (L01) Entertainment Industry Economics

Instructor: WD Walls
Email: wdwalls@ucalgary.ca

Lecture Location: ZOOM Delivery
Lecture Days/Time: MW 1700-1815

Office: ZOOM Delivery
Office Hours: MW 10-10:50
<https://ucalgary.zoom.us/j/96861150546>

(Fall 2020)

Course Description:

In this course we use economics to understand the organization, operation, and market outcomes in the entertainment industries---industries that include but are not limited to books, movies, music, gaming, gambling and adult entertainment.

Course Learning Outcomes:

Students who successfully complete this course will:

- a) be familiar with sources of entertainment industry data and be proficient at collecting, collating, and analyzing industry data for the purpose of understanding entertainment markets.
- b) be able to understand, articulate, and apply the many features that distinguish the entertainment industries from standard textbook examples of humdrum industries.
- c) be able to understand and articulate the importance of the historical development of the entertainment industries on the emergence of contracting practices.
- d) be able to apply intermediate microeconomic theory at the level of ECON 357 and basic economic statistics at the level of ECON 395 to understand and to quantify, respectively, the organization of the entertainment industries
- e) be able to apply intermediate microeconomic theory to understand the business practices that emerged during the development of the entertainment industries.
- f) be able to explain and apply concepts of information and uncertainty and how they shape the structure of economic transactions with particular reference to the exhibitor-distributor and artist-label contracts.
- g) be able to analyze the elements of a deal structure, including the use of contingent compensation.
- h) be able to analyze the role of uncertainty in determining the distribution of success across competing products; learn to apply statistical tools that are particularly useful in analyzing data and making inferences in a market dominated by 'superstars' in which the outcome distribution has a winner-take-all characteristic.
- i) be able to apply models of demand with recursive feedback to explain increasing returns to information; learn to distinguish between competing models of demand dynamics through empirical examination of the outcome distribution.
- j) be able to understand and clearly articulate the role of state-contingent supply contracts in the presence of stochastic demand with increasing returns.
- k) be able to understand and articulate different economic models of the economic impact of counterfeiting and piracy; learn to apply empirical techniques to quantify the impact of counterfeiting and piracy on the entertainment industry.

Course Outline:

1. Entertainment Industry Data and Statistics
2. The Movie Business
3. Hollywood Accounting
4. The Music Business
5. Broadcasting and Cable
6. Streaming and Content Farms
7. Books: The Publishing Industry
8. Counterfeiting and Piracy
9. Gaming and Toys
10. Gambling
11. Performing Arts
12. Adult Entertainment

Prerequisites/corequisites:

Econ 357,359,395

Required Textbook(s):

Vogel, H. Entertainment industry economics. Cambridge U Press, 2014, 9th edition.

Books on Reserve:

- Bach, S., Final Cut: Dreams and Disasters in the Making of Heaven's Gate, William Morrow, 1985.
- Cones, J., The Feature Film Distribution Deal, Southern Ill. University Press, 1997.
- Dale, M., The Movie Game, Cassell, 1997.
- Goldman, William, Adventures in the Screen Trade, Warner Book, 1983.
- Harter, Andrew, How to Make an Action Movie for \$99, Maynestream Publications, 2001.
- Kindem, G. (ed.), The American Movie Industry, Southern Ill. University Press, 1982.
- Litwak, M., Reel Power, Silman-James, 1986.
- Litwak, M., Dealmaking in the Film and Television Industry, Silman-James, 1994.
- Lukk, T., Movie Marketing, Silman-James, 1997.
- Schatz, T., The Genius of the System, Pantheon, 1988.
- Squire, J. (ed.), The Movie Business Book, Simon and Schuster, second Canadian edition. 1992
- Vogel, H., Entertainment Industry Economics, Cambridge University Press, 2011, 8th edition.
- McNeil, L. and J. Osborne, The Other Hollywood, Regan Books/Harper Collins, 2005.
- Daniels, B., D. Leedy, and S. Sils, Movie Money, Silman-James, 1998.
- Wasko, J. Hollywood in the Information Age, U of Texas Press, 1994.

Recommended Textbook(s):

None.

Online Delivery:

This course will be delivered online. Students are expected to be able to participate online in accordance with this Course Outline. Lectures, assignments, office hours, exams, readings and other course material, etc. all require online access and this access is the responsibility of the student.

In order to remotely participate in online courses, students will need to have: computer with a current and updated operating system (macOS or Windows will work with all university-supported online learning technologies), a current and updated web browser installed – the latest versions of Firefox, Safari, Chrome

or Edge will help to avoid compatibility issues, secure and reliable internet, microphone / headphones, webcam (optional), scanner (or camera to scan your work).

Desire2Learn:

This course will make use of the Desire2Learn (D2L) platform. Students who are registered in the course can log on at <http://d2l.ucalgary.ca> through their student centre. Please note that D2L features a class e-mail list that may be used to distribute course-related information. These e-mails go to your University of Calgary e-mail addresses only.

Lectures:

Lectures will be delivered online at the Registrar scheduled times and delivered using ZOOM. The lectures will be recorded and subsequently posted to D2L.

Grade Determination and Final Examination Details:

Quizzes (2 @ 20 % each)	40%
Class Participation	10%
Video Presentation of Term Project	10%
Written Term Project	40%
	<hr/>
	100%

The official grading system will be used. See <http://www.ucalgary.ca/pubs/calendar/current/f-1-1.html>.

Students must receive a passing grade on the **final written term project and video presentation** to pass the course.

If a student's letter grade on the written final project exceeds his or her midterm(s) letter grade, the weight of the midterm(s) is (are) transferred to the final project. The student must have written the midterm(s) or provided supporting documentation for the absence(s) such as a medical note or statutory declaration.

As per the Writing Across the Curriculum Statement in the Calendar, writing and grading thereof will be a factor in the evaluation of student work. See <https://www.ucalgary.ca/pubs/calendar/current/e-2.html>.

Course material dealing with a particular assignment will typically be covered in class at least 3 days before the assignment is due; thus, assignments can be completed at any time up to and including the due date. Given these factors, only situations where someone can document illness or domestic affliction for an extended period would possibly warrant shifting the assignment weight to the final exam. Furthermore, technical problems can be expected to occur with computer systems (and internet availability) so it may be a good idea to not wait until the last minute to submit your assignment.

The midterm exams are take-home exam(s) designed and intended to be completed in 50 minutes. The exam(s) will be CLOSED book. The exam(s) will be available on D2L. Student will download the exam from D2L, complete the exam, scan it, and submit using Dropbox in D2L. All students will be accommodated to have 100% additional time to complete and upload the exam, at a time of your choosing, within a 24-hour period determined by the instructor.

This course has no final examination. Instead, the course emphasized writing and presentation skills. The final project and video presentation are to be submitted using Dropbox in D2L.

All other course components will also be accessed, submitted, and returned through D2L.

Tests and exams WILL NOT involve multiple choice questions and / or fill-in-blank questions, matching, or connecting dot-to-dot.

THERE WILL BE NO MAKEUP OR DEFERRED QUIZZES/TESTS/EXAMS under any circumstances, nor may the quizzes/tests/exams be written early. Students unable to write the quizzes/tests/exams because of documented illness, family emergency, religious observance, or university-sanctioned event will have the weight shifted to the written final project; otherwise a grade of zero will be assigned.

Reappraisal of Grades and Intellectual Honesty:

For Reappraisal of Graded Term Work, see Calendar I.2

<http://www.ucalgary.ca/pubs/calendar/current/i-2.html>

For Reappraisal of Final Grade, see Calendar I.3

<http://www.ucalgary.ca/pubs/calendar/current/i-3.html>

ACADEMIC MISCONDUCT

Academic Misconduct refers to student behavior that compromises proper assessment of students' academic activities and includes: cheating; fabrication; falsification; plagiarism; unauthorized assistance; failure to comply with an instructor's expectations regarding conduct required of students completing academic assessments in their courses; and failure to comply with exam regulations applied by the Registrar.

Student committing academic misconduct during the final exam will not receive a passing grade on the course.

For information on the Student Academic Misconduct Policy and Procedure please visit:

<https://ucalgary.ca/policies/files/policies/student-academic-misconduct-policy.pdf>

<https://ucalgary.ca/policies/files/policies/student-academic-misconduct-procedure.pdf>

Additional information is available on the Academic Integrity Website at <https://ucalgary.ca/student-services/student-success/learning/academic-integrity>.

Academic Accommodations:

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services. SAS will process the request and issue letters of accommodation to instructors. Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

Freedom of Information and Protection of Privacy (FOIP) Act:

Personal information is collected in accordance with FOIP. Assignments can only be returned to the student and will be accessible only to authorized faculty and staff. For more information, see

<http://www.ucalgary.ca/legalservices/files/legalservices/faq-students.pdf> and
http://www.ucalgary.ca/legalservices/files/legalservices/faq-faculty_0.pdf.

Copyright Legislation:

See the University of Calgary policy on Acceptable Use of Material Protected by Copyright at <https://www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright-policy.pdf>. Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

Course materials created by instructors (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the course at the same time may be allowed under fair dealing.

Recording of Lectures:

Recording of lectures is prohibited, except for audio recordings authorized as an accommodation by SAS or an audio recording for individual private study and only with the written permission of the instructor. Any unauthorized electronic or mechanical recording of lectures, their transcription, copying, or distribution, constitutes academic misconduct. See <https://www.ucalgary.ca/pubs/calendar/current/e-6.html>.

Important Dates:

Please check: <http://www.ucalgary.ca/pubs/calendar/current/academic-schedule.html>.

Student Organizations:

Faculty of Arts Students' Association (F.A.S.A.):

Economics Department Representative

E-mail: econrep@fasaucalgary.ca and Web: www.fasaucalgary.ca.

Society of Undergraduates in Economics:

<https://www.ucalgarysue.com/>.

Society of Undergraduates in Economics is a student run organization whose main purpose is to assist undergraduate economics students to succeed both academically and socially at the University of Calgary. Services include access to the exam bank, career events such as Industry Night and information sessions, mentorship programs, and social events for members. They invite you to join by contacting SUE at societyofundergradsineconomics@gmail.com.

Faculty of Arts Program Advising and Student Information Resources:

- Have a question, but not sure where to start? The Arts Students' Centre is your information resource for everything in Arts! Call them at 403-220-3580, or email them at artsads@ucalgary.ca. You can also visit the Faculty of Arts website at <http://arts.ucalgary.ca/undergraduate>, which has detailed information on common academic concerns, including program planning and advice.
- For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at 403-210-ROCK [7625].

Student Support and Resources:

- See <https://www.ucalgary.ca/registrar/registration/course-outlines> for information on campus mental health resources, the Student Ombuds' Office, Student Success Centre, Safewalk, and Emergency Evacuation and Assembly.
- Online writing resources are available at <https://ucalgary.ca/student-services/student-success/writing-support>.

Notes:

1. Students are responsible for all assigned material, e.g., supplementary material posted on D2L, regardless of whether or not the material was covered in class.

WDW

2020-08-20