**Descriptif d’enseignement */ Course descriptions***

**Cycle master** 2
***Semestre*** *1*

**Titre du cours** *-**Course title*

**Series Production & Distribution Ecosystems Around the World**

**Type de cours : Seminar**

**Langue du cours/Language of instruction : English**

**Enseignant(s)** *–**Professor(s)*

**Pierre ZIEMNIAK**

Directeur délégué – Series Mania Institute

*Contact :* pierre.ziemniak@seriesmania.com

**Résumé du cours – Objectifs** *- Course description – Targets*

The television industry has been undergoing a seismic shift in terms of scripted content: TV series have become a global phenomenon and are now developed and produced on a global scale and on multiple online platforms such as Netflix, HBO Max, Amazon Prime and Disney+. This course will explore the economics of this industry on a global scale, to help the students understand the underlying mechanisms that shape the current media landscape.

The course will have the following objectives:

1. Learn the economics of the TV series industry and its specificities in key territories
2. Analyze the distribution models of traditional broadcasters and streaming platforms
3. Understand the economic counter-models developed in Europe, Asia and South America

**Evaluation** *- Assessment*

Group presentations on specific countries and their creative and economic models for TV series (60%) + Final Exam (40%)

**Plan – Séances** *- Course outline*

- Part I: The Cultural and Economic Origins of TV Series

- Part II: The Economics of the Peak TV Era

- Part III: Between Craft and Industry: TV Series in Europe

- Part IV: Local Series, Global Audience

- Part V: Group Presentations

- Part VI: Final Exam + Conclusion

**Bibliographie** *- Bibliography :*

1. Brett Martin: *Difficult Men: Behind the Scenes of a Creative Revolution: From The Sopranos and The Wire to Mad Men and Breaking Bad*, Pearson, 2013.
2. Pierre Ziemniak: *Exception française: de Vidocq au Bureau des Légendes, 60 ans de séries*, Editions Vendémiaire, 2017.