
MediaNet – Training – Short News

The consortium MediaNet is pleased to inform about its upcoming seminar “Industrial Economics of Content” that will take place on 14 June 2004 at the Fraunhofer Institute for Telecommunications in Berlin in the framework of the next meeting of the consortium MediaNet held on 15 – 16 June at the same place.

Handled by Cerna Research Centre, Ecole des Mines based in Paris “Industrial Economics of Content” will bring to the partners of MediaNet and guests an economic perspective based on the recognition of the specific economic rationale of content creation and distribution. Furthermore this seminar will identify the resulting constraints on the design of technical models for distributing digital media works and share a common overall perspective, vocabulary and references within four sessions :

1. Networks and Content producers relationships

Complementarity and competition technology adoption,
network externalities, roll-out dynamics

2. The industrial organization of content production

Intellectual Property Rights and rivalry issues
Innovation, investment and sunk costs
Differentiation, versioning and pricing of content

3. Public policies

Censorship, economic regulation, subsidies, antitrust...

4. How does it work ?

Insights from a selection of US/European comparisons

In the afternoon from 14:30-15:30 an additional session will be offered for a presentation of the European MUSE project.

Profile :

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| Title of the seminar | “Industrial Economics of Content” organized by CERNA – Ecoles des Mines de Paris, partner of the Consortium MediaNet |
| Date | on 14 June 2004 from 10:00 am to 6:00 pm <i>14:30-15:30 : additional session – presentation of the MUSE project</i> |
| Meeting place | Fraunhofer Institute for Telecommunications - Heinrich-Hertz-Institut Image Processing Department Einsteinufer 37 D-10587 Berlin Tel. +49 (0) 30 31002-560 Fax +49 (0) 30 3927200 http://bs.hhi.de |
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