Media Concentration and Media Diversity

In this seminar we will discuss:

1) The causes and consequences of media concentration.
2) The index numbers commonly used to measure of media concentration and media diversity, the methods used by competition authorities and media regulators esp. in Germany, and several recent proposals.
3) Recent empirical results from on media concentration in different media industries across countries.

Important dates:

- **07.03.16**: Kick-off meeting. Attendance is mandatory. Lecture Hall XVIIa, 10 – 12 am
- **07.04.16**: First day of seminar. Room S37 (SSC), 10 am – 6 pm.
- **08.04.16**: Second day of seminar. Room S13 (Seminargebäude), 10 am – 6 pm.
- **17.05.16**: Deadline for the written report

A detailed list of topics with references will be provided at the kickoff meeting. The seminar takes place as a block seminar early in the semester. You have to hand in your seminar paper on 17.05.2016.

Literature:

Introduction: As a popular introduction to the topic, have a look at Bagdikian (2004). Read Genzkow and Shapiro (2008) as an introduction into the relation between media competition and media bias. Read Noam (2009), Chapter “The need for a new concentration index for media”, for thoughts on measuring concentration and diversity. Have a look at the KEK Konzentrationsbericht 2014 about the situation and recent changes in Germany.
A large part of the seminar will be based on the recent book by Eli Noam et al., Who owns the world’s media, Oxford UP, 2016, and on the Chapters on Media Bias, Media Capture, and on Merger Policy and Regulation in Media Industries, in the Handbook of Media Economics.

Further Literature


KEK 17. Jahresbericht 2013/2015

KEK Konzentrationsbericht 2014

Eli Noam et al., Who owns the world’s media, Oxford UP, 2016


Andrea Prat, Media Capture and Media Power, Handbook of Media Economics 2016

Andrea Prat, Media Power, Working paper 2015