

Film Economics - Économie du cinéma - Ökonomie der Filmindustrie – Economia del cinema

Course director: Prof. Matthew Hibberd

Coordinator: Dr. Marco Cucco

Location: Lugano and Zurich

Credits: 10

Language: English (some guest lectures could be in French)

Course description

The course aims to investigate how the film industry works and how it is regulated. The course is composed of two intensive modules of one week each. The first one takes place in Lugano at the Università della Svizzera italiana (USI). After a general introduction to media economics, this first module focuses on the film industry and on the so-called “film value chain”: production, distribution and consumption (theatrical exhibition, digital release, film broadcasting), maintain a constant comparison between Europe and the United States. Particular attention is paid to the film financing stage and to the direct and indirect public film financing, taking in consideration supra-national, national and sub-national film policies. At the end of the module, students will be knowledgeable about how films are financed, supported, and released, both in the United States and in Europe. An international co-production will be analyzed as case study for putting into praxis the contents investigated during this first module.

The second part of the course takes place in Zurich and is completely devoted to Switzerland. This module firstly introduces the Swiss film industry: its distinguishing features, its fragmented market, and the film policies adopted at federal and regional/cantonal level. Several guests working in Swiss film companies and public institutions will be involved in the course in order to provide an overview about their job and to discuss with students. The aim of the module is twofold: on the one hand, it provides an in-depth knowledge of the Swiss film industry; on the other hand, it promotes a mixed approach that combines theory with practice, private and profit-oriented business with public and culture-oriented policies. In the past editions, the course hosted guests coming from: the Federal Office of Culture-Section Cinéma, Swiss Films, Cinésuisse, ProCinema, Locarno Film Festival, SSR SRG idée Suisse, Zürich Film Office, Xenix Distribution, Pathé, Warner Bros. Switzerland, 20th Century Fox Switzerland.

For questions about the course, please contact Dr. Marco Cucco: marco.cucco@usi.ch