**Workshop: Audiovisual Production and International Markets of Format**

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of this workshop is to provide students with the theoretical and practical tools to understand “from within” the world of television production, the international markets of audiovisual content and the economic/organisational aspects of this sector, with a particular focus of unscripted (non-fiction) content.

*Intended learning outcomes*

Understand what a format really is from a commercial point of view

Understand how global content markets work and who is involved

Know the main forms of remuneration and economic models

Understand how a television production works and which professional figures are involved

***COURSE CONTENT***

Lectures will cover the following: What is audiovisual content and what are the macro-genres into which it is divided? How do global content markets – both “physical” and online – work and which professionals participate? What are unscripted formats really and what is their importance on an international level, both in terms of television and from an economic point of view? What are the main economic models and forms of remuneration (option, format fee, consultancy fee etc.)? How does the television production machine work, from pre-production to post-production/finalisation? Who are the numerous professional figures involved, and what are their roles within the process?

***READING LIST***

Lecture notes.

A. Fiacco-C. Duranti, I format e i mercati internazionali di contenuti, in A. Scaglioni-A. Sfardini (ed.) Televisione. Teorie e metodi di analisi, Carocci editore, 2017

A. Fiacco-C. Gorla, La produzione televisiva, in A. Scaglioni-A. Sfardini (ed.) Televisione. Teorie e metodi di analisi, Carocci editore, 2017

***TEACHING METHOD***

During the frontal lectures, the workshop will take an extremely practical and concrete approach, offering students a view of this world from the inside, including through the frequent use of case studies. Where possible, a guided tour of the Mediaset studios will be organised so that students can see directly where television productions take place and talk with some of the professionals involved.

***ASSESSMENT METHOD AND CRITERIA***

The assessment will be made on the basis of a written test that will be delivered to the students at the end of the course and that they will have to send back to the lecturers by email in the following weeks. Assessment of the workshop is linked to that of the “Economics and Marketing of Media and Creative Industries" course.

The quality of the participation in lectures and interest shown, as well as the knowledge of television programming (Italian and foreign) will count in students’ favour.

***NOTES AND PREREQUISITES***

There are no prerequisites related to the specific subject (formats and television programmes in general).

Due to the nature of the course, attendance is strongly encouraged.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.