Master Seminar (Hauptseminar)

*The Economics of Media, Events, and Sports*

Date: 13th – 15th June 2018 (exact timetable will be announced later).

Organization: The seminar is held as a seminar conference in a block of 2-3 days.

Room: EAZ 2211

Kick-off: 11th April 2018, 12:30 – 14:00, EAZ 2211

Each student participant is expected to
- write a paper,
- present the paper at the seminar conference,
- act as an opponent to one of the other papers/presentations,
- actively participate in the seminar conference.

Guidelines (for Written Reports): [https://www.tu-ilmenau.de/wth/lehre/formularearbeitshilfen/](https://www.tu-ilmenau.de/wth/lehre/formularearbeitshilfen/)

Application form: [https://www.tu-ilmenau.de/fileadmin/media/wth/Anmeldeformular_Hauptseminar_Medienoekonomie_Vorlage.pdf](https://www.tu-ilmenau.de/fileadmin/media/wth/Anmeldeformular_Hauptseminar_Medienoekonomie_Vorlage.pdf)

Important deadlines:
- application for topics: 08th April 2018, 24:00.
- allocation of topics: 10th April 2018.
- hand-in of written thesis: 5th June 2018, 12:00.
**Topics**
*(topic, supervisor, starting literature)*

1. **The Application of Digital Personal Assistants from an Entertainment Perspective** *(Victoriia Noskova)*
   

2. **Informational Barriers to Entry and Infant-Industry Protection** *(Philipp Kunz-Kaltenhäuser)*
   

3. **How Can People Be Nudged? Are Nudges Welfare Increasing?** *(Xijie Zhang)*
   

   

5. **Economic Effects of the Right to Be Forgotten** *(Philipp Kunz-Kaltenhäuser)*
   

6. **Perspectives of the Application of Digital Personal Assistants for People with Limited Abilities** *(Victoriia Noskova)*
   

7. **Economic Decision-Making between Full and Bounded Rationality** *(Xijie Zhang)*
   
8. Business Strategies of Amazon in the Market for E-books: Competition Aspects
   (Victoriia Noskova)
   Budzinski O., Köhler K. H. (2015), Is Amazon The Next Google?, available at:

9. The Disney/Fox Merger from a Competition Policy Perspective  (Oliver Budzinski)
   Cooper, M. & Turner, D. (2007), The Negative Effect of Concentration and Vertical
   Integration on Diversity and Quality in Video Entertainment, available at:

10. The AT&T/Time Warner Merger from a Media Economics Perspective
    (Oliver Budzinski)
    Cooper, M. & Turner, D. (2007), The Negative Effect of Concentration and Vertical
    Integration on Diversity and Quality in Video Entertainment, available at:

11. Mergers & Acquisitions in the TV Sector - Effects on Competition and Market
    (Annika Stöhr)
    and distribution: challenges for competition, industrial and media policy, In: Telematics
    and Informatics (special issue: Television distribution – economic dimensions, emerging

12. Cartels and Collusion - The German Auto-Emissions Scandal and Possible Effects
    on Consumers  (Annika Stöhr)

13. Smart Fitness and the Economics of Privacy: A Consumer Welfare Perspective
    (Oliver Budzinski)
    Acquisti, A., Taylor, C. R. & Wagman, L. (2016), The Economics of Privacy, available at:

14. Pay TV and the Bundesliga - Competition between Broadcasting Channels at the
    Expense of the Fans?  (Annika Stöhr)
15. Free Agency and Salary Cap in the NFL - Implications for Football (Philipp Kunz-Kaltenhäuser)


17. From Blockchain 1.0 (Bitcoin) to Blockchain 2.0 (Smart Contracts, DAOs) – Is the Age of Blockchain Coming? (Xijie Zhang)

Note: the starting literature is just that – a starting literature. Comprehensive additional literature research is mandatory and part of the task of writing a master seminar paper!