

JOG ÉS MŰVÉSZET

**SZÍNHÁZ- ÉS FILMMŰVÉSZETI
EGYETEM, DLA KÉPZÉS 2009**

**Nagy Boldizsár és Kozma Andrea
kurzusa**

AZ ÓRATERV

2009. március 30.

A jog mibenléte

Mi teszi a jogot joggá, miben különbözik a többi normatív rendszertől (erkölcs, politika, vallás), mik a jogi alapfogalmak (alany, forrás, szankció, jogszabályok lelőhelyei)

Jog és erkölcs – szándéketika vagy következményetika. Kérdőív és megbeszélése

Április 6.

HBO- egy nagy cég belülről.

Üzleti stratégia, a cégvezetés preferenciái és a művészek vágyai

Április 20.

Menekültjog

Migráció és kényszervándorlás-történet. Milyen érvek hozhatók fel a menekültek védelme mellett. Mi „jár” a menekülteknek a nemzetközi és az európai jog alapján? A kín és a kín ábrázolása: Hotel Rwanda c film.

Május 11.

Bíraskodás több szinten

(A cseh NOVA tv elrablása illetve Bős-Nagymaros a bíróságon)

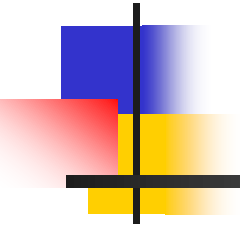
A bíraskodás jelentősége, lényege. Mi a bíró mozgástere, ha a adott a jog és a tényállás. Mi minősül bizonyítéknak? Választottbíráskodás és a 230 millió dolláros stockholmi döntés. A hágai Bíróság szerepe, működése, Bős-Nagymaros a bíróság előtt – egy résztvevő szemszögéből.



**HBO - egy nagy cég belülről.
Üzleti stratégia, a
cégvezetés preferenciái és a
művészek vágyai**

***Kozma Andrea
előadása***

Milyen típusú televíziók léteznek?



Televízió típusok üzleti modell szerint

- Kereskedelmi/Free (RTL/TV2)
- Közszolgálati (MTV, BBC, Channel4)
- Kábel (AXN, Spektrum)
- Prémium előfizetéses (HBO, Cinemax – Canal+, Sky)
- SVOD (HBO Digital), NVOD, PayPer view
- Mobil tv
- Internet (jogok problematikája)



Televízió típusok technikai átvitel szerint

- Földi sugárzású (analóg, digitális (DTT))
- Kábel (analóg, digitális)
- Műholdas (DTH)
- IPTV (Internet Protocol Television – számítógépes hálózaton továbbított televízió)
- Mobil TV (Digital Multimedia Broadcasting)

Televízió típusok genre szerint

Programhely	Csatorna
01	m1
02	m2
04	TV2
05	RTL KLUB
06	Viasat3
08	Cool
09	Filmmúzeum
10	Duna TV
12	Magyar ATV
13	hírTV
16	Zone Reality
18	Travel Channel
19	Bp TV
20	Discovery Channel
22	Spektrum TV
24	Animal Planet
27	National Geographic Channel
28	TV Paprika
35	Film+
36	Hallmark
44	Eurosport
45	Eurosport2
46	Extreme Sports
47	DSF
48	Eurosport (Német)
49	ESPN America
51	Minimax / Animax
54	Jetix
55	BeBe TV
56	Ki-Ka
57	Super RTL
60	VIVA (magyar)
61	MTV
62	MTV Hits
63	MTV Dance
64	MTV2
65	VH-1
66	VH-1 Classic
67	VIVA
68	MTV Europe
71	Zik
72	Ocko
75	Sky News
76	CNN
77	BBC World
78	EuroNews
79	DW TV
80	CNBC Europe
81	N24
82	Bloomberg
83	N-tv
84	ZDF Dokukanal
85	ARD
86	ZDF
87	RTL
88	PROZ
89	SAT1
90	Rai Uno

VivendiNet is the home of all the company's Internet projects, including Vazavi.com with Vodafone combining Internet, mobile phones and interactive TV. Also owns **MP3.com** a music download site to rival Napster, Education.com, an online learning site.

Universal Music Group has a 22-per cent share of the global music market with labels like Polygram and Motown – and operates in 63 countries.

Canal+ the leading French station has 14 million subscribers in 11 European countries. **Universal Studios** has networks across the world, and these channels like 'Action and Suspense', whilst Universal TV owns TV series such as **Kojak**, **Miami Vice**, **Colombo**. Cinemas include the Cineplex Odeon chain, and United Cinema International.

New entry!
VIVENDI UNIVERSAL
Chair: Jean-Marie Messier
Revenue: \$207 billion
Employees: 200,000

Vivendi, better known as a colossus of the privatized water industry – from Puerto Rico to Three Valleys Water in the UK – merged with media company Seagram in 2000. Europe's answer to AOL Time Warner, Vivendi Universal has taken 'convergence' furthest – integrating film, music and mobile phones. As a telecoms giant it has big stakes in the cables and wires that deliver these services.

Owens 2 French major mobile phone companies.
Vivendi Telecom has operations in Spain, Hungary, Monaco, Poland and Egypt.
The water and utilities group – including UK train service **Connex**.

Has five theme parks
Universal Studio Experiences from Barcelona to Beijing.

Five publishing houses selling 80 million books and 40 million CD-ROMS a year.

FOX News, and seven other US news networks. In the UK, **BskyB**, **Sky** with 150 channels and services. Australian channel **FOXTEL**. **STAR TV** satellite service reaches over 300 million people across Asia. **Phoenix** satellite TV and four other channels serve much of China. News Corp also broadcasts into India, Japan, Indonesia, New Zealand, Latin America, Europe.

HarperCollins and seven other publishing houses.

News Corp uses its global reach to localize its tax calculations, getting its accounts done in countries with low tax rates – as a result it paid only 6.1 per cent tax worldwide in the 4 years to June 1998.¹

News Corporation
Chair: Rupert Murdoch
Revenue: \$6,620 billion
Employees: 113,500

The New York Post in the US, **The Times**, **The Sun**, and the **News of the World** in the UK. In Australia the company owns over 100 national and regional titles including **The Australian**, the **Daily Telegraph**, **The Sunday Tasmanian**, and 67 suburban papers. Also **Independent Newspapers of New Zealand**, with 55 national and community papers, and titles in Fiji and Papua.

Australian National Rugby League, the LA Dodgers baseball team, and UK football clubs.

FOX TV is the largest in the US with 22 stations. Hit shows include 'Who Wants to Marry a Millionaire?' There are 14 Fox companies internationally including 20th Century Fox TV.

In January 2001 one of the largest mergers in corporate history made America Online (AOL) and Time Warner the world's biggest media company.

'A vast empire of broadcasting, music, movies and publishing assets, complemented by AOL's dominant Internet presence, all fed to consumers ... through Time Warner's cable network. Think of it as AOL Time Warner Anywhere, Anytime, Anyhow.'
– TIME magazine.²

12 companies including **Warner Bros** (Daffy Duck) and **Hanna-Barbera** Cartoons (Scooby Doo). Multiplex cinemas in 12 countries.

29 operations from Poland to Brazil including **CNN**. Time Warner Cable with 13 million customers in the US.

24 book brands – from Time Life Books to Little, Brown and Company.

Time, **Fortune** and 33 other titles with a total of 120 million readers.

1
AOL Time Warner
Chair: Steve Case
Revenue: \$39.8 billion
Employees: 79,000

PLUS 24 book brands, 52 record labels, and the entire Turner Entertainment Corporation including **CompuServe** and **Netscape**. Time Warner Cable is trial-running a telephone service over the Internet in the US.

AOL has 27 million subscribers. They spend an incredible 84 per cent of their Internet time on AOL alone, which provides a regulated leisure and shopping environment dominated by in-house brands – from **Time** magazine to Madonna's latest album.

Theme parks, Warner Bros studio stores in 20 countries, and tied merchandise.

The largest six media companies in the world – with just a few of their 'family brands'.

Ultra Concentrated Media
Top Selling Brands

★ Biggest media mergers ever in 2000!
★ Now with record-breaking monopoly!

AOL US and AOL International (14 countries) plus eight other online ventures including **CompuServe** and **Netscape**. Time Warner Cable is trial-running a telephone service over the Internet in the US.

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4
VIACOM
CEO: Sumner M. Redstone
Revenue: \$11.8 billion

Major ownings, from **Paramount** to **United Cinemas International**, a joint venture with Vivendi Universal with 104 cinemas in Europe, Japan and South America. **Blockbuster** is the world's largest renter of videos with stores in 27 countries.

PLUS over 2,000 book titles annually, 180 US radio stations, and Infinity Outdoor, the largest advertising company in the world.

Viacom broke US rules controlling media ownership when it bought TV network CBS. Within a week, Senator McCain had proposed a change to those rules. Viacom is McCain's fourth biggest 'career patron'.³

CBS has 200 affiliated TV stations, and distributes its shows globally. **MTV** the music video channel reaches 342 million households worldwide. Viacom also owns **VH1**, MTV's music channel 'competitor'. Other major networks include **Nickelodeon**, **Paramount** and **Comedy Central**.

Unbranded consumerism. – MTV's Tom Freston outlines MTV India's content.⁴

Viacom from the cradle to the grave: 'You can literally pick an advertiser's needs and market that advertiser across all the demographic profiles, from Nickelodeon with the youngest consumers to CBS with some of the oldest consumers.'⁵

Bertelsmann is the world's biggest publisher. **Random House** shifts over a million books a day in the US alone, and the company has Book Clubs across Europe, operations in South America, and is a major publisher of science titles.

Bertelsmann Services Group – from consumer databases to call centres around the world.

Multimedia ad agency, Pixelpark 'brand managers' major clients such as Adidas.

new internationalist on-line

The Disney Channel broadcasts in 8 countries. International sports channel ESPN broadcasts to over 165 countries in Asia, Europe, Latin America.

Other channels include **Walt Disney TV**, **Sportsvision**, **Australia** and eight others including **St Louis Daily Record**.

Disney Theatrical Productions' extravagant stage musicals include **The Lion King**, **Beauty and the Beast**.

Major US TV networks **ABC television & radio** – 10 television stations and 29 radio stations.

include **Disneyland LA** and Paris, **Disney World Florida**, **MGM studios**, **Disney's Animal Kingdom**, **World Sports Complex**, 27 hotels with over 36,000 rooms, two cruise ships, and the **Disney Institute** where professionals can 'discover the business behind the magic'.

In 1998, **ABC News** discarded an investigative report that raised embarrassing questions about hiring and safety practices at **Disney World**.⁶

– Leo Bogart, Commercial Culture

Owens the UK's **Channel 5** and TV and radio stations across Europe including the **RTL network**. With 22 television stations and 18 radio stations in 10 countries, **RTL Group** is Europe's biggest broadcasting corporation. **Bertelsmann Broadband** is a new interactive TV venture, 'the convergence between television and computers'.

Bertelsmann Music Group (BMG) operates in 54 countries. Its US labels own in turn 200 labels worldwide.

new internationalist on-line

The company wants to extend the Disney experience into almost every aspect of life. The magic never stops in Celebration, Florida, the \$2.5 billion pre-planned town built by Disney, which regulates everything from who can move in to the height of the residents' hedges.

2
The Walt Disney Co
Chairman and Chief Executive: Michael Eisner
Revenue: \$23.4 billion
Employees: 120,000

Walt Disney, **Touchstone**, **Miramax** Films, **Buena Vista**, and four others.

PLUS **Disney Books**, 18 online ventures including **Infoseek**, 6 music labels, several hockey and baseball teams, and **720 Disney Stores** worldwide.

Gruner & Jahr publishes 80 magazines worldwide, from **Femme to Prima**, and owns nine newspapers across Germany and Eastern Europe.

From Germany to Malaysia online book shopping across the planet. **Lycos** web portal, **Barnes & Noble.com** – and numerous other online ventures.

Bertelsmann AC
CEO: Dr. Thomas Hildebrandt
Revenue: \$16.3 billion
Employees: 64,800

Heinrich Mohn, head of the German Bertelsmann house from 1921, was a sponsoring member of the SS. The company was a major printer of Nazi material during the 'Third Reich'.⁷

new internationalist on-line

1 Time magazine, 25 December 2000.
2 The Independent Historical Commission for Investigating the History of the Bertelsmann House during the 'Third Reich', <http://www.ahkcommission.de/news.html>.
3 No logo, *Naam Klein*, Planning, 2000. 4 Financial analyst, *New York Times*, 8 September 1999.
5 Off the Record, Center for Public Integrity. 6 News Corporation 1999 Annual Report. 7 The Economist, 20 March 1999.

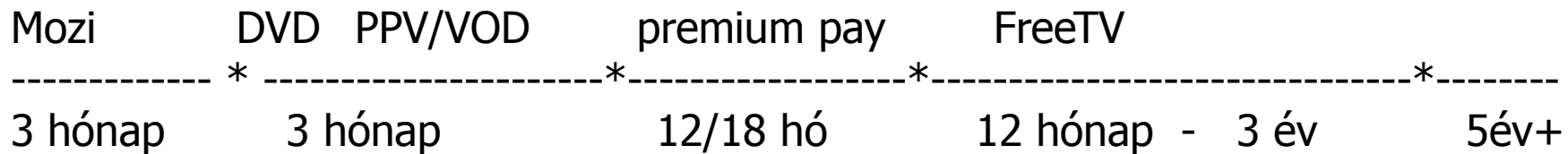
HBO CE

mint prémium előfizetési filmcsatorna család

- HBO, HBO2, HBO Comedy, HBO HD, HBO Digital
- Cinemax1, Cinemax2



A film jogi életútja





Miért gyártanak a televíziók

- Kereskedelmi/Közszolgálati televíziók – mert a törvény kötelezi őket
- Miért gyárt az HBO?
 - Branding
 - Megkülönböztetni magát más csatornáktól
 - Helyi tartalom



Miért gyártanak a televíziók 2.

- Mert valamilyen image-et szeretnénk vele közvetíteni
- Mert valamilyen réteget szeretnénk megszólítani



HBO saját gyártás

- HBO logó, látvány elemek (esetleg videó látvány elemek)
- szinkron
- Produkciós szerződések



Néhány típus szerződés

- Felhasználási szerződés
dramaturggal, szinkronszínésszel
- Megfilmesítési megállapodás