

Dr. Hyojung Sun  
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## Employment

**Lecturer in Business Creative Cultural**  
Lecturer  
Theatre, Film, TV and Interactive Media  
University of York  
Baird Lane, York  
1 Sept 2022 → present

## Research outputs

**Screenwriters' Earnings in the Video Streaming Age**  
Hunter, C., Sun, H., MacKillop, R. & van der Borgh, S., 8 Jul 2025, 53 p.

**How Working Musicians (Finally) Became a Matter of Mainstream Political Interest**  
Hesmondhalgh, D. & Sun, H., 2024, *The Palgrave Handbook of Critical Music Industry Studies*. Arditi, D. & Nolan, R. (eds.). Cham: Springer Nature Switzerland, p. 605-625 21 p.

**Rights reversion and contract adjustment**  
Osborne, R. & Sun, H., 9 May 2023, HM Government. (Intellectual Property Office Research Paper)

**Music Creators' Earnings in the Digital Era**  
Hesmondhalgh, D., Osborne, R., Sun, H. & Barr, K., 23 Sept 2022, HM Government. 224 p.

**Music 2025--The Music Data Dilemma: Issues Facing the Music Industry in Improving Data Management**  
Lyons, F., Sun, H., Collopy, D. P., Curran, K. & Ohagan, P., 18 Jun 2019, In: Intellectual Property Office Research Paper.

**Digital Revolution Tamed: The Case of the Recording industry**  
Sun, H., 2019, 1 ed. Palgrave Macmillan. 328 p.

**Paradox of celestial jukebox: Resurgence of market control**  
Sun, H., 2019, In: Creative Industries Journal. 12, 1, p. 105-124 20 p.

**The times they are a-changin': Digital music value in transition from piracy to streaming**  
Sun, H., 16 Apr 2018, *Routledge*. 1st ed. London, 23 p.

## Awards

## Projects

**Screenwriters' Earnings in the Streaming Age**  
Sun, H. (Principal investigator), HUNTER, C. (Principal investigator), van der Borgh, S. (Co-investigator) & McKillop, R. (Researcher)