

6th CONFERENCE OF THE INTERNATIONAL MEDIA MANAGEMENT ACADEMIC ASSOCIATION

New Business Models and Policies for Media and Creative Industries

- Challenges to Research and teaching of Media Management -

LOCAL:

Lisbon, Portugal

Nova University

May 3-4, 2013

SPONSORS:

- International Media Management Academic Association
- CITI – Columbia Institute of Tele-Information, Columbia University
- CIMJ/Faculty of Social Science and Humanities, Nova University of Lisbon

EXECUTIVE COMMITTEE:

- Eli Noam, Columbia University (USA), Co-Chair
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- Chris Scholz, Saarland University, Germany), former Chair
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- Bozena Mierzejewska, IJMM, and Fordham University (USA)
- Sónia Virgínia Moreira, Rio de Janeiro University (Brazil)
- Kiyoshi Nakamura, Waseda University (Japan)
- Franco Papandrea (Australia)
- Robert Picard, Oxford University (England)
- Guiseppe Richeri (Italy/Switzerland)
- Nagla Rizk
- Alfonso Sánchez Tabernero, Navarra University (Spain)
- Amit Schejter (Israel/US)
- Estrela Serrano, Centre of Investigation in Media and Journalism (Portugal)
- George Sylvie, University of Texas (USA)
- George Tsourvakas, Aristotle University (Greece)
- Elena Vartanova (Russia)
- Zvezdan Vukanovic, University of Donja Gorica
- Steve Wildman, State Michigan University (USA)
- Dwayne Winseck (Canada)

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PROVISORY PROGRAM

Thursday, May 2nd, 2013

7:00 p.m.:

Reception: Cocktail and Soft Dinner

Friday, May 3, 2013

9:30 a.m. – 9:45 a.m.:

Welcomes: Eli Noam and Paulo Faustino; Opening presentation: Feliciano Barreiras Duarte, Secretary of State from Media and Parliamentary Affairs

9:45 a.m. – 10:45 a.m.:

Roundtable: The State of Media Industry and, the Internet Strategies; Chair: Paulo Faustino, Porto University Dwayne Winseck (Canada); Panelists: John Lavine, Northwestern University; Chris Scholz (Saarland University); Robert Picard (Oxford); Kiyoshi Nakamura (Waseda University, Japan); Lucy Kueng, Bozena Mierzejewska (Fordham University), others

10:45 a.m. – 11:00 a.m.:

Coffee break

11:00 a.m. – 12:15 p.m.:

Media Public Policies, Pluralism, Subsidies and Regulation in Media and Creative Industries; Guest Speaker: Robert Picard; Paper presentations; Discussion

12:15 p.m. – 2:15 p.m.:

Lunch

2:15 p.m. – 3:30 p.m.:

Media Audiences, Audience Research, and Advertising Trends; How do you go beyond "exposure" that is measured by readership, viewership, listenership, page views and time spent? How do you measure "informedness"? Introductory Speaker: TBA; Papers Presentations

3:30 p.m. – 3:45 p.m.:

Coffee break

3:45 p.m. – 5:00 p.m.:

Participant Roundtable I: New Approaches and Understandings to Media Management Research; Moderators: Alfonso Sánchez Tabernero, Navarra University (Spain) and Rui Cádima, Nova University; Speakers: George Sylvie, University of Texas, Steve Wildman, State Michigan University, Pedro Garcia Alonso, University of Complutense of Madrid; Paulo Faustino, Porto University; Gregory Lowe, Tampere University.

5:00 p.m. – 6:30 p.m.: *Discussion of the Future of the IMMAA*

8 p.m.: *Dinner with Guest Speaker: João Palmeiro, European Newspapers Publishers*

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PROVISORY PROGRAM

Saturday, May 4, 2013

9:00 p.m. – 10:00 p.m.:

New Issues in Media, Economics, and Finance; Session Chair: Pedro - Garcia Alonso, Complutense University; Introductory Speaker: Eli Noam, Columbia University; Papers presentations; Discussion

10:00 a.m. – 10:15 a.m.: *Coffee break*

10:15 a.m. – 11:15 a.m.:

New Business Models and Management Strategies for Media and Creative Industries; Chair: Sónia Virginia Moreira; Media viability beyond revenue from advertising, for-pay content, and underwriting. Non economic drivers. How are social media being integrated into traditional media? Introductory Speaker: Steve Wildman; Paper presentations; Discussion

11:15 a.m. – 12:15 p.m.:

Regional Media Convergences: Europe, EUA, Latin America and Asia; Chair: Chris Scholz; Introductory Speaker: Gregory Lowe; Paper presentations; Discussion

12:15 p.m. – 12:45 p.m. : *Book presentations*

12:45 p.m. – 2:00 p.m.: *Lunch*

2:00 p.m. – 3:00 p.m.:

Co-creation and crowd sourcing in audiovisual industries; Chair: Robert DeFillippi, Suffolk University (USA) Speakers: Seppo Lepinen, Laurea University of Applied Sciences, Espoo, (Finland) and Aalto University School of Business, Department of Marketing, Helsinki (Finland), Guillermo De Haro, European University, Barcelona (Spain), Yannig Roth, Université Paris I Panthéon-Sorbonne (France)

3:00 p.m. – 4:00 p.m.:

Participant Roundtable II: New Approaches and Understandings to Media Management Teaching; Moderator: Patrick Badillo

4:00 p.m. – 5:00 p.m.:

Special Session: Media and Creative Industries Research in Ibero – American Regions; Chair: Francisco Campos, Santiago Compostela. Introductory Speaker: José Alvarez. Paper presentations; Discussion

5:00 p.m. – 5:15 p.m.: *Coffee break*

5:15 p.m. – 7:30 p.m.: *Media Company Visit (RTP Radio and Television Portugal)*

8 p.m.: *Gala Dinner and Fado Music*

COST TO PARTICIPANTS

Conference fee: 180 euros: includes program, 2 dinners, 2 lunches, 4 coffee breaks, cocktail reception.

Hotel price agreement: 4 stars: (75 euros), 3 Stars (65 euros)