

International  
Media  
Management  
Academic  
Association



INTERVIEW WITH  
PAULO FAUSTINO -  
IMMAA PRESIDENT



2015 SEPTEMBER  
CONFERENCE:  
MOSCOW, RUSSIA



# NEWS LETTER №1

## *Editor's Preface*



*Welcome to the IMMAA Quarterly Newsletter, n° 1. It is a great pleasure for us to start the year with a new IMMAA initiative. Firstly, the IMMAA Newsletter is a new communication tool and I would like to thank my colleagues from the Board for cooperating and contributing with ideas for this newsletter's content. This first edition focuses on summarizing the main topics discussed during our last conference, hosted by the Lomonosov Moscow State University, where 22 nationalities from all the continents were represented.*

*For those who are less familiar with IMMAA, it is an associative movement focusing on education, analysis, research and understanding of the media industry and markets, as well as its practices and management strategies, including the understanding of the surrounding factors of this industry.*

*Considering those purposes, we would like to encourage you to contribute to enrich this newsletter with content related to conferences, books, journals, papers, courses, studies, among other issues that will contribute to improve the media ecosystem in different geographies. We also would like to invite you to participate in the next annual conference that will be hosted by Korea University, School of Media and Communication and Korea Media Management Association, at Seoul, Korea, 27-30 October 2016.*

*Finally, I would like to thank the Journalism Department of Lomonosov State Moscow University, brilliantly coordinated by Elena Vartanova, with the excellent operational contribute by Sonya Brontvein, for their collaboration in preparing this IMMAA service.*

*Thank you for your consideration. See you around the world in the IMMAA Initiative.*

## Chairman Paulo Faustino about IMMAA

IMMAA started in 2004 in Northwestern University in the Kellogg School of Management, in the United States. It started as a very small group of academics and the first meeting took place during a small conference led by John Lavine. At this event, the colleagues decided to think about organizing an Association related to media management, education and research in the field, as well as other issues connected with contemporary media. In fact, John Lavine and Eli Noam successfully managed to transform a small group into a dynamic Association by inviting many people, creating a Board, organizing big conferences and other activities.

I was there at the first meeting, but I did not make a great contribution to the work of the Association at that time. In



2010, I was invited to be more involved with its work, and I organized the conference in Portugal in 2013. It was quite a successful one, as was

also the last conference we had in Moscow in September, 2015. Then, the IMMAA Board invited me to become a President. It is important to remember that we have strict guidelines for rotation of the Board members and Presidents of IMMAA.

There are several major goals that IMMAA wants to achieve by organizing conferences, although the Board usually does not choose where the next conference will take place. We just ask our members if they have enough skills, willingness and capacity to organize the event in their city. Anyway, it is important to change countries and places.

The conferences help us to meet in person, to talk, to discuss, and to get more acquainted. It is a way of sharing our experiences and knowledge, and therefore it is always better to attend conferences rather than meeting online. We can connect to people from different parts of the world. We can share ideas with others and come up with some new theories and research partnerships. Brainstorming in live

## *Chairman Paulo Faustino about IMMAA*



The main goal is developing a research on Media Management, towards students and professionals placed in this field of interest, moreover to organize conferences and to divulge scientific publications on the subject. The formal initiative took place in 2012, when an executive committee gathered with a common view of creating a permanent and synergistic structure for future projects.

communication is one of the most important activities for all Institutions and Associations. The conferences allow to create teams, to provide rotation and to renovate our Association. We usually publish books and articles in magazines after each conference. Conferences help IMMAA to be more dynamic, more operational, more creative. They produce more knowledge and more understanding of what happens in other countries. For example, there was not much knowledge about the Russian media system, media economy and market, and meeting in Moscow with Russian specialists helped to understand how the media industry works in Russia.

All the conferences have different topics. We try to diversify these events, but normally the topics are relatively similar, because most of the papers prepared for conferences are dedicated to media management issues. The main topics are always related to media business models, regulations, public policies, etc.



On the other hand, we always have specialized discussions at each conference. For example, at the recent conference in Russia in September we investigated media industries in BRICS. We focused on BRICS media systems, but it was not the only topic for the conference.

Moscow conference was organized by the team of the Faculty of Journalism, and Professor Elena Vartanova. It was a very nice conference, and after this event we can say, in my opinion, that IMMAA is a growing Association with good perspectives, though we should be more active and expand. We aim to develop our good cooperation and focus on media management problems and, of course, we need to take in new participants, new members to study and discuss media topics across the borders of various countries and regions.

Our challenge today is to consolidate the Association. We are working out the Association strategy to involve more universities from different countries. We need to increase the number of academics from Asia, Latin America, Russia, India, and many more. We are always happy to meet colleagues from the USA and Europe, but we also need to bring more people from BRICS to gather people with knowledge on media management in these countries and beyond. In the framework of our strategic plan the next conference will be in Seoul.

To conclude, IMMAA is evolving greatly. We have formed an excellent board team. We are all doing our best. However, there are still many challenges for our Association. The media industry is a dual one, because it provides materials and products for consumers and advertisers, and we need to dedicate our work to analyze and understand these challenging processes and

relationships. All the researches on the media industry will help to improve laws and regulations.

Therefore we are sure that in order to study the media industry as a very specific industry it is extremely important to have an Association that focuses on its features and components.

## Professor Elena Vartanova about Moscow Conference

Moscow conference has shown a new strategy of IMMAAs' development. This is a real breakthrough into globalization and internationalization, since this IMMAA's important activity has crossed the borders of the North American and European academic world for the first time.

This is really the first conference beyond the Western world and this reflects the rising importance and even fashion of the media management academic studies and the significance of this area for the international academic community. IMMAA has started as an purely academic community, as an academic intellectual club to discuss relevant issues of media management from the theoretical perspective. However, we are pleased to see that there is a new strategy of this academic

association targeted to embrace more practical experience and to invite more people from the industry. For instance, the conference talk by media manager Victor Shkulev who is at the moment one of the top Russian media managers has proven the new attention and the new focus which IMMAA is putting upon real achievements and problems of media business.



Two more points became clear at the Moscow conference. Today we are really moving ahead to the Asian part of the

### *IMMAA meetings*



world, since a decision about the next conference in South Korea has been made at the Moscow conference. And another important development came clear in Moscow conference is a very interesting mixture of different generation of researchers. In addition to the father-founders of IMMAA, who presented their ever-young vision of the media business development there were present two important groups. The first – a kind of middle generation well-established researchers with good theoretical and teaching background. And a new generation of the young researchers who joined the IMMAA conference in Moscow thus pointing to the promising future of this organization, future which is represented from various parts of the world starting from American-European-centric part of the IMMAA-membership and expanding to Latin America, India, and Eastern Europe.

We were pleased to have the special panel devoted to BRICS media industries and the impact of digitalization upon them, since BRICS has become a very interesting theoretical and geopolitical construct at the international academia nowadays. Being one of the most dynamic in terms of media consumption regions, BRICS media are characterized by both traditional trends of media development, such as importance of press and broadcast television as well as the rise of new digital and online media.

The attention we made to digitalization in BRICS has shown an alternative approach this organization, which combined the new with the old, and showed that IMMAA also made a new geopolitical and regional focuses upon its traditional technocentric vision of the development of media business in the developed Western world. We were also very proud to offer our guests social events here, including the visit to «Russia Today», which opened up a new perspective for many Western researchers about standards and technological level of the Russian media business. We were happy to invite our foreign friends to see the Red Square and Downtown of Moscow. This has also given us a lot of satisfaction and we hoped that our guests got some traditional understanding of how Russia was developed in recent decades.



So, we think Moscow IMMAA was a great event, because we welcome many longstanding friends and we also got had a lot of new friends coming here. We are sure that Moscow IMMAA conference has become a step forward to build up a strong identity of our Association at the international level and among its membership.

## Dr. Anna Gladkova, Secretary of the Local Organizing Committee

IMMAA-2015 conference brought together scholars from more than fifteen countries across the globe. They discussed the state of global and national media markets, the issues of media entrepreneurship in the age of digitalization, transformation of the advertising markets in the world, current development of public media and media policy in different countries and much more. It was a real pleasure for us to organize such a prestigious event at the Faculty of Journalism, MSU, and we hope conference participants enjoyed their stay in Moscow as much as we enjoyed having them here.



**Call for papers!**  
**Disruption In Media Industries:  
 Management And Education Challenges in  
 Seoul, Korea 27 – 30 October 2016**

**Organised and hosted by:**

Korea University, School of Media and Communication and Korea Media Management Association

**Dealing with Disruption in Media Markets:**

While the range of topics addressed at the IMMAA's 2016 Annual Conference in Seoul may be as broad as the issues that must be addressed by managers and policy makers in media markets, the 2016 conference will focus especially on the implications of disruption in media markets for management strategy and educational practice.

Following is a non-exhaustive list of topics for which IMMAA is encouraging submissions:

- Media audiences: research and metrics
- The temporal aspects of competition in media markets
- Disruption and innovation in media markets
- Venture capital, crowdfunding and media financing
- Media business and telecommunication
- The tension between cooperation and competition in media markets
- Public policies and state subsidies for media
- Media concentration and policy responses
- Media entrepreneurship and small companies
- Media brands, marketing and communication
- Media business research methods
- Media education
- Productivity and the management of creative people
- Social responsibility in media industries
- Assessing performance for media companies and media markets
- The dynamics of Asian media markets and media systems

**Critical dates:**

**15 May 2016** - Deadline for submitting abstracts

**30 May 2016** – Notification of paper or panel proposal acceptance

**30 June 2016** – Deadline for submitting full papers

**31 July** – Deadline for reduced fee early-bird registrations

**31 August** – Final registration deadline

**Submission guidelines:**

Paper submissions and panel proposals will be judged on the basis of extended abstracts that should be between 5 and 7 pages long, and send to: [Imma.conference2016@gmail.com](mailto:Imma.conference2016@gmail.com). On a separate page, submitters should include with their abstracts full name, title, position, affiliation and contact information (including email address and phone number) for all contributing authors. All extended abstracts and proposals should be submitted in English. Work represented should be original and should not be under consideration for another conference at the time of submission.

All submissions will be peer-reviewed in a double-blind fashion by referees nominated to the Conference Program Committee. All extended abstracts and proposals should be submitted in .doc or .docx formats electronically via the conference's paper management system which will be available starting January 1, 2016 and can be accessed through the IMMAA website at <http://www.immaa.org>. Copyright for all extended abstracts and proposals will reside with the authors. By submitting the extended abstract or the proposal, the author agrees to grant conference organizers non-exclusive use of the material for publication in the conference proceedings.

**Registration fees:**

The early bird registration fee is €200 and the fee for later registrations is €250. A reduced registration fee of €140 is available for students and junior academic researchers (less than 5 years past receipt of their doctorate).

**For more information**, please consult the IMMAA website site: [www.immaa.org](http://www.immaa.org), or contact Paulo Faustino: [paulo.faustino.immaa@gmail.com](mailto:paulo.faustino.immaa@gmail.com) or Seongcheol Kim: [hiddentrees@korea.ac.kr](mailto:hiddentrees@korea.ac.kr).

## Title published by IMMAA

### **The Business of Media: Changes and Challenges by Mónica Herrero, Steve Wildman**

Paperback: 197 pages

Publisher: Formalpress / Media XXI (November, 2015)

ISBN-13: 978-989-729-156

Advancement of the state of scholarship on media management is a three-pronged process. The body of knowledge on which media executives and managers can draw grows as: (1) core concepts and analytical frameworks are refined, augmented and occasionally supplemented or replaced by new ideas that better explain the roles of media in their larger economic and societal contexts; (2) Rigorous empirical analysis probes the limitations of current understanding and raises new questions; and (3) Grounded case studies extract knowledge through theoretically informed observation of situations and processes that are too complex and multi-faceted for more tightly controlled statistical analyses but still are too rich in their potential to contribute to knowledge to ignore.



All three prongs are represented in this edited volume, which draws on the best of the new research and thinking showcased at the Annual Conference of the International Media Management Academic Association held during October 24-25, 2014 in Pamplona, Spain. The book's 10 chapters are organized into three main sections that move, respectively, from a high level focus on core principals and fundamental challenges to effective management, to more narrowly focused research (but with generalizable findings) on solutions to concrete and specific problems faced by media firms trying to improve their results from the services and products they offer, to case studies of market-level change in three very different political and economic environments.