PRELIMINARY PROGRAMME

DAY 1 | THURSDAY, SEP 13

13:00 - 14:00  Get Together & Registration

14:00 - 15:00  HdM Tour: Studios and Production Facilities 
(with President of the University)

15:00 - 16:30  Panel Discussion: High Technologies & Implications for the Media (Introductory Speeches by Management of High Technology Startups and Panel Discussion)

16:30 - 17:00  Bus Tour to Special Event

17:00 - 19:00  Special Event (External Event Site)

19:00 - 20:00  Refreshment Break (Hotel)

20:00 - 23:00  Dinner at "Kloesterle" (Cosy Wine Tavern with Traditional food)
DAY 2 | FRIDAY, SEP 14

9:00 - 9:45  
Welcome & Opening Address  
Chair: Faustino/Eisenbeis/Roos

9:45 - 11:00  
Plenary Session 1:  
Challenges for the Media Industry:  
Introductory Speeches by Managers from the Media Industry and Plenary Discussion  
Chair: Noam/Kolo/Kuehnle

11:00 - 11:15  
Coffee Break

11:15 - 12:45  
Parallel Sessions A1 & A2  
Chair: Kim/Vartanova

12:45 - 14:15  
Lunch

14:15 - 15:45  
Plenary Session 2:  
eSports as new Phenomenon:  
Introductory Speeches by Managers from the eSports Industry & Plenary Discussion  
Chair: Scholz, T./N.N.

15:45 - 16:00  
Coffee Break

16:00 - 17:30  
Parallel Sessions B1 & B2  
Chair: Eisenbeis/Faustino

17:30 - 20:00  
Refreshment Break (Hotel)

20:00 - 23:00  
Dinner at "Sophies Brauhaus"  
(Brewery House Restaurant)
DAY 3 | SATURDAY, SEP 15

9:00 - 10:30
Plenary Session 3:
Media Development & Business Models
(Book Presentation & Symposium)
Chair: Wildman/Scholz, C.

10:30 - 10:45
Coffee Break

10:45 - 12:15
Parallel Sessions C1 & C2 & C3
Chair: Belda/Hererro

12:15 - 12:45
Plenary Session 4:
15 Years of a Vision:
From IMMAF to IMMAA
Chair: Lavine/Scholz, C.

12:45 - 13:15
Closing Ceremony
Chair: Faustino/Eisenbeis

13:15 - 14:15
Barbecue & Get Together