

Timetable Conference

Friday, September 14th

Time	Paper/ Title	Author(s)	Room
09:00am-09:45am Plenary Session 0	<u>Welcome & Opening Address</u>	Alexander Roos, President Hochschule der Medien Paulo Faustino, IMMAA President Uwe Eisenbeis, Local Organizer/ Host	S003
09:45am-11:00am Plenary Session 1 Chair: Kolo	<u>Challenges for the Media Industry</u>	Leo Garb, Managing Director DuMont.next (Subsidiary of DuMont Mediengruppe) Jobst Benthues, CEO RedSeven Entertainment GmbH Eli Noam, Professor of Economics and Finance Columbia Business School	S003
11:15am-12:45pm Parallel Session A1 Chair: Kolo	<u>Digital Journalism</u> Newsroom work in digital environment: case of russia Factors affecting individual responses to news written by algorithm: Considering Characteristics of robot journalism and news user A Categorization of Presentation Modes in Digital Journalism Journalistic credibility and trust indicators in digital media: a perspective from the Brazilian news industry	Andrei Vyrkovsky Lee, Bo-mi; Kwon, Shin-hye; Kim, Hun; Chang, Byeng-hee Christian-Mathias Wellbrock; Lea Püchel Francisco Rolfsen Belda; Angela Pimenta	S103

<p>11:15am-12:45pm</p> <p>Parallel Session A2</p> <p>Chair: Herrero Subías</p>	<p><u>New Age Advertising</u></p> <p>Flexible channel and precise delivery: Research on Opinion Leadership Characters and Advertising Value model of WeChat Public Accounts</p> <p>Programmatic Advertising and Media Legacy Organizations: is the "Two-Sided Market" Model at Risk?</p> <p>Advertising Avoidance in Response to Native Advertising on Facebook</p> <p>A Model of Versioning with Advertising</p> <p>Advertising managing of the value of each browser. The case of elmundo.es</p>	<p>Mei Mingli; Zhu Miao chen</p> <p>Philippe Wallez</p> <p>Anna Röser-Dümmig</p> <p>Steve Wildman</p> <p>Luis Sangil Santamaría</p>	<p>S105</p>
<p>11:15am-12:45pm</p> <p>Parallel Session A3</p> <p>Chair: Eisenbeis</p>	<p><u>Business Model Innovation</u></p> <p>Business Model Innovation and Media Firm Performance</p> <p>Remodeling the Egyptian Media Business Models: The Case of the Print Media</p> <p>Business Models: Case Study on Freemium</p> <p>Impact of High Technologies on Media Business Models: Scenarios and a Roadmap</p> <p>The digital media business model paradigm shifts</p>	<p>Reinhard Kunz; Joscka Mütterlein</p> <p>Rasha Allam</p> <p>Boris Kühnle</p> <p>Uwe Eisenbeis; Boris Kühnle</p> <p>Zvezdan Vukanovic</p>	<p>S104</p>
<p>02:15pm-03:45pm</p> <p>Plenary Session 2</p> <p>Chair: Scholz, C.</p>	<p><u>Esports as new Phenomenon</u></p>	<p>Simon Koschel, Head of Partnerships, DACH Twitch.TV</p> <p>David Hiltcher, Vice President Shop, Merchandise, Licensing at ESL - Turtle Entertainment</p> <p>Chris Hana, Co-Founder & CEO eSports Observer</p> <p>Tobias Scholz; Editor/Publisher eSports Yearbook</p>	<p>S003</p>

<p>04:00pm-05:30pm</p> <p>Parallel Session B1</p> <p>Chair: Scholz, T.</p>	<p><u>Esports – Academic perspectives</u></p> <p>eSports Commentators: Media Roles, Career Labour, and Game Management</p> <p>Does the Setting Matter? Differences and Similarities in Motivation for Offline and Online eSports Event Consumption</p> <p>Streaming in Fortnite and PlayerUnknown's Battleground: An eSports media phenomenon</p> <p>The transformation of the eSports landscape – The clash of traditional and disruptive businesses</p> <p>Camaraderie in the Virtual Battle Arena: How Violence Shapes a Sense of Camaraderie among Games</p>	<p>Mark R Johnson; Jamie Woodcock</p> <p>Florian Neus; Frederic Nimmermann</p> <p>Julia Hiltcher</p> <p>Tobias Scholz</p> <p>Min Xiao</p>	<p>S104</p>
<p>04:00pm-05:30pm</p> <p>Parallel Session B2</p> <p>Chair: Noam</p>	<p><u>New Media Formats and Format Strategies</u></p> <p>Online Media and the Fragmentation of Political Discourse</p> <p>The rise of podcasting and trust in legacy media: opportunities and challenges for the mobile "radio of the future"</p> <p>Media Holdings' Format Strategies: the Study of Moscow Radio Market</p> <p>Entry deterrence, predatory pricing and quality differentiation: A Game-theoretic analysis and experiment design of newspaper competition</p>	<p>Sonya Yan Song; Steven S. Wildman</p> <p>Francisco J. Pérez-Latre</p> <p>Julia Beketova</p> <p>Paul Clemens Murschetz</p>	<p>S105</p>

<p>04:00pm- 05:30pm</p>	<p><u>Media Management Education</u></p>		<p>S103</p>
<p>Parallel Session B3</p>	<p>Media Management Education "Seriously cool, somehow".... Communication for and by students on official Online- Media-Management Online Platforms</p>	<p>Sarah Spitzer</p>	
<p>Chair: Lavine</p>	<p>Teaching Concept: Fictional Scenarios for a Media Industry</p>	<p>Uwe Eisenbeis</p>	
	<p>Contemporary Media Management Education – An international comparison of study programmes</p>	<p>Castulus Kolo; Florian Haumer</p>	
	<p>The Case Method in Teaching Media Management. More Appropriate now than ever?</p>	<p>Marc Edge</p>	
	<p>Current Media Management Education in International Perspective</p>	<p>Florian Haumer</p>	

Timetable Conference

Saturday, September 15th

Time	Paper/ Title	Author(s)	Room
09:00am-10:30am Plenary Session 3 Chair: Scholz, C./ Wildman	<u>Media Business Models I</u> Media Business Models, Findings from an upcoming book (Introduction) Changes in Television Business Models: The Relevance of Sharing Revenue Models of European Companies in Media and Internet Industry The Business Model Network of eSports / The Benefits of Coopetition and Co-Destiny Country Report Hungary: A Market's Players' Struggle for survival	Christian Scholz Ulrike Rohn Uwe Eisenbeis Tobias Scholz Agnes Urban	S003
10:45am-12:15pm Parallel Session C1 Chair: Scholz, C./ Wildman	<u>Media Business Models II</u> Business model change of legacy newspapers in denmark: digital challenges and opportunities Business Model Innovation: A Comparative Study of Korea Telecom and Telefonica Country Report Germany: The Media Business Models in Germany Country Report Spain. Evidence of Change	Anna B. Holm Song, Minzheong; Mercedes Medina Castulus Kolo; Reinhard Kunz; Lars Grasemann Mónica Herrero Subías	S003

<p>10:45am-12:15pm</p> <p>Parallel Session C2</p> <p>Chair: Belda</p>	<p><u>New Trends in TV Markets</u></p> <p>The evolution of the socio-demographic profile of television subscribers, The Spanish market (2008-2016)</p> <p>Act Local, Think Global - How business models in the television industry are changing</p> <p>A Study on Partnership Types between Pay TV Operators and OTT (Video Streaming) Providers</p> <p>The emerging media market structure for Cloud-TV</p>	<p>Mercedes Medina; Mónica Herrero Subías; Iodia Portilla</p> <p>Eva Stadler</p> <p>Song, Minzheong</p> <p>Eli Noam</p>	<p>S104</p>
<p>10:45am-12:15pm</p> <p>Parallel Session C3</p> <p>Chair: Vartanova</p>	<p><u>Innovation Management and new Strategies</u></p> <p>How to develop internal innovation in the media: a case study of best practises for media outlets</p> <p>Principles for the Transformation of Media Companies when Change Becomes the Norm (2014-2018)</p> <p>The shift to digital strategies in the russian media companies</p> <p>Exploring Structural Inertia and Organizational Path Dependency in the Innovation Management of Legacy Media</p> <p>The factors affecting Tech-conglomerate brands' extension into media content brand</p>	<p>Miguel Ângelo Sousa Crespo; Ana Isabel Pinto Martinho; Caterina Foá</p> <p>Francisco J. Pérez-Latre</p> <p>Daria Vyugina</p> <p>Reinhard Kunz; Joscka Mütterlein; Christian Bauer</p> <p>Nam, Sang Hyun; Sylvia, M. Chang-Olmsted; Kwon, Shin Hye; Chang, Byeng-hee; Baek, Sang Gi</p>	<p>S105</p>

<p>10:45am-12:15pm</p> <p>Parallel Session C4</p> <p>Chair: Faustino</p>	<p><u>Media and Society</u></p> <p>Naming Rights Sponsorship - The Media Economic and Legal Highlights</p> <p>Media innovation polices in Greece during the years of the economic crises</p> <p>Journalism business model challanges in a state captured market. Case of Hungary</p> <p>The potential role of newspaper publishers in a “smart city’s” mediascape</p> <p>The Experience of the Sole Cultural-Entrepreneur with Online Crowdfunding</p>	<p>Renato Costa Leite</p> <p>Prodromos Monastiridis; Vagia Mochla; George Tsourvakas</p> <p>Àgnes Urbán</p> <p>Castulus Kolo</p> <p>Fazlinda Md Fadzil</p>	<p>S103</p>
<p>12:30pm-01:00pm</p> <p>Plenary Session 4</p>	<p><u>IMMAA ‘s Very Own Waldorf & Stadler</u> (Warning: Not a Comedy)</p>	<p>John Lavine; Chris Scholz</p>	<p>S003</p>
<p>01:00pm-01:15pm</p> <p>Plenary Session 5</p>	<p><u>Closing Ceremony</u></p>	<p>Uwe Eisenbeis; Paulo Faustino</p>	<p>S003</p>