



ANNUAL IMMAA
CONFERENCE IN
STUTTART, GERMANY



ANNUAL IMMAA
CONFERENCE IN QATAR
IN 2019



NEWSLETTER Nº 7

Editor's Preface | By Paulo Faustino



Throughout 2018, several initiatives were carried out by IMMAA, from conferences, seminars, courses, publications, among other scientific activities in which, as partners, we had the opportunity and pleasure to collaborate. With the approach of the year, IMMAA completes 14 years of existence, and throughout this period has been consolidating itself as a network and international academic association in the area of economy and management of the media and creative industries. This trajectory has been possible because, on the one hand, we have a team that has been able to engage in the growing projection of IMMAA – visible in

the activities carried out and the community adhesion, on the other, in the incentive that has been given us by colleagues in academia – and also media and creative industries – in the sense of continuing to produce, share, and disseminate knowledge. In this sense, this newsletter reflects a part of the work carried out in the last four months. We will share with you the report on the 2018 edition of the IMMAA Conference, at Stuttgart Media University, and more information on the next edition: in 2019, IMMAA Conference will happen in the Northwestern University in QATAR, in the first week of October. We will also share the profile of our new IMMAA Executive Board Member: Mercedes Medina. You can also read in this newsletter a more thorough report on the IMMAA Conference, written by Daria Vyugina, and on the second edition of CREIMA Conference and Course, that took place in the University of Porto in September. Finally, we recommend some reading, such as the new edition of JOCIS, edited in partnership with IMMAA, and Teaching Media Management: A Curriculum Development, published by Media XXI, as well as more information regarding the call for papers for the next edition of XESCOM, this time on the University of Porto.

*Soon we will give more news about what we are doing and we are looking forward to your presence in Qatar **Merry Christmas and Happy New Year!***

Report about Annual IMMAA Conference in Stuttgart
Prof. Dr. Uwe Eisenbeis

The 2018 annual Conference of the International Media Management Academic Association was held from 13th to 15th of September at Stuttgart Media University (Hochschule der Medien) in Germany.

The program of the conference, under the motto «The Exciting World of Media Management» — Strategic Media Management & Media Business Models included 47 paper presentations and three panel discussions. The following topics were discussed in the three panels discussions with practitioners/managers from the media industry: «High Technologies & Implications for the Media», «Future Challenges for the Media Industry» and «eSports as new Phenomenon for the Media Industry».

More than 65 participants from 21 countries had also the chance to attend an interactive exhibition on eSports business, which was prepared by students of the Media Management program of the Faculty Electronic Media at Hochschule der Medien (Stuttgart Media University).

Dr. Paulo Faustino (President of IMMAA) and Professor Dr. Uwe Eisenbeis (conference host) were particularly pleased with the high number of countries and scholars represented by the participants and the high proportion of young academics.

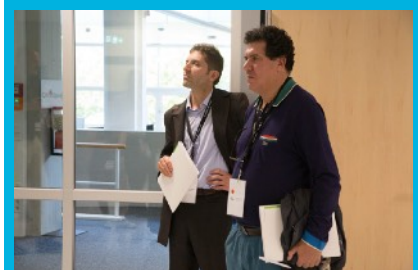
IMMAA Conference in Qatar in 2019

The call for papers is opened

In 2019, IMMAA Conference will be hosted by Northwestern University in Qatar, between the 4th and the 6th of October.

Call for papers demands: Paper submissions and panel proposals will be judged on the basis of extended abstracts that should be between 5 and 7 pages long (1,500 to 2,500 words) and send to: immaa2018@mw.hdm-stuttgart.de. 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. 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 nonexclusive use of the material for publication in the conference proceedings. There will be a second stage abstract submission process. The

Annual Conference in Stuttgart





identical submission guidelines formulated above apply for this second stage abstract submission process. In addition, acceptance of second stage abstract submissions is based on available places within the conference schedule/ within the sessions.

Research Topics:

- Value Creation and Business Models
- Disruption and Innovation in Media

Markets

- Impact of latest Trends and Technologies
- Emerging Media Markets
- Media Entrepreneurship and Small Companies
- Venture Capital, Crowdfunding and Media Financing
- Cooperation and Competition in Media Markets
- Media Audience and Research Metrics
- Media Business Research Methods

Important dates:

August 15, 2018: Deadline for submitting abstracts and panel proposals;

August 31, 2018: Notification of abstract or panel proposal acceptance;

August 15, 2018: Deadline for reduced fee (early-bird registrations);

September 15, 2018: Final registration deadline October 4, 5 and 6, 2018: IMMAA.



International Academic Collaboration 2018

By Daria Vyugina

This year Stuttgart, Germany hosted the Annual conference of the International Media Management Academic Association. The motto of the Hochschule der Medien, Stuttgart Media University, where the meeting took place “**studieren, wissen, machen**” meaning “*study, know, do*” underlined the idea of the whole conference. Once a year a group of scientists from all over the world gathers to exchange their experiences, update the ideas and views and plan some joint projects. Discussing media management and creative industries in such an inspirational place - the campus in a classic german landscape – made it even more productive.

The introductory panel discussion was dedicated to high technologies and implications for the media: just like technologies are considered to be the main trigger of the transformation process in the media system and creative industries, the speakers inspired the participants introducing the newest technologies changing the way the media is produced today: from the films and graphics to the personal newsletters.

Two main red lines of the Conference were announced as following: *Strategic media management and Media business models.*

Firstly, the challenges for the modern media industry were discussed based on the country cases. The main topics were dedicated to how the digitalization is changing the game rules: the work of the editorial, reporters, the emerging of the new



media formats and format strategies, content strategies and design of the online media, radio, TV and newspaper markets. Also, the algorithm of how to develop internal innovation in the media was worked out. The topic of media and society interaction included the discussion of the newest trust indicators and loyalty of the audience.

One of the topics that went out of classic framework is a new life of sport stimulated by digital transformation - the development of the eSports industry, The participants discussed the main differences between offline and online sports, between their media coverage, the peculiarities of the eSports production and management, the transformation of the eSports landscape – the eSports has changed its status from from “new phenomenon” to the real object of the theoretical research.

The key academic session was dedicated to the media management education as the discipline taught in colleges and high schools. Professors and academics exchanged international experience on the newest ways to explain media industry cases to students and upbringing of the future media managers in the rapidly changing and digitized environment.

Still the main aim of the conference was to unite and analyse all the newest researches on media business models: changes in traditional media business models, the uprising role of the subscription model in comparison with the continuing influence of the advertising business model, the relevance of sharing revenue models of European companies. The researchers discussed media business model paradigm shifts that appeared because of the innovations and digital challenges. The presentation of the book about Media Development & Business Models also took place, since most of the authors attended the conference and presented their cases and findings as the first approbation of the results introduced in the upcoming book.

The atmosphere of the conference was very friendly and uniting. The leisure program helped the participants continue the discussions in an informal way, share experience outside the time and space frames and to plan the future meeting and its highlights.

New IMMAA Executive Board Member

Mercedes Medina

Mercedes Medina is associate Professor at the School of Communication, Marketing and Media Management Department (University of Navarra, Spain). Her teaching and research focuses on media economics, audiovisual markets, competition on pay-TV and media audience research. She is the editor of *Communication and Society* and member of the editorial board of *Palabra Clave*, *Journalism and Mass Communication Quarterly* and *Communication and Society*, among others.



Medina: "Being part of the executive committee of the IMMAA is an opportunity to build a large networking and learn about complementary and new methodologies of research in media economics. The congresses that the IMMAA organizes are the perfect atmosphere to exchange insights with colleagues and media executives from other countries, and thus make the influence of this field grow not only in the academic scenario, but also in the media industry. The rest of the members are great friends and that is a huge incentive to work and to deep friendship. I have to thank Mónica Herrero and the rest of the members of the board to give this chance".

New IMMAA Executive Board Member

Zvezdan Vukanovic



Zvezdan Vukanovic is Associate Professor at Abu Dhabi University – United Arab Emirates.

He is the author of twelve books and numerous research papers/articles and book chapters. His field of expertise centers on the Digital Media Economics and Management. More specifically, Dr. Vukanovic focuses his research on the impact/influence and co-relation between the cutting-edge digital models/strategies in B2B/B2C. Dr. Vukanovic is the most internationally cited media economics and management scholar in South East Europe.

He is the author of the first FDI Hybrid Media FDI Business Model developed originally published in his monograph "Foreign Direct Investment Inflows Into the South East European Media Market Towards a Hybrid Business Model". Dr. Vukanovic's forthcoming book "Digital Value Migration in Media, ICT and Cultural Industries: From Business and Economic Models/Strategies to Networked Ecosystems" is co-edited with Dr. Mike Friedrichsen - the President of Berlin University of Digital Sciences and

Dr. Milivoje Pavlovic - the Vice - Chancellor of Megatrend University - Belgrade and will be published by Routledge in February 2019.

Report on the second edition of CREIMA Creative Industries Media Management



The second edition of the CREIMA (Creative Industries Media Management) conference and course took place at the Faculty of Arts and Humanities of the University of Porto between the September 19-21, 2018. The event was supported by the ongoing Project of Innovation in Media, Entrepreneurship and Digital Drivers (PIMENED) in partnership with the International Media Management Association (IMMAA).

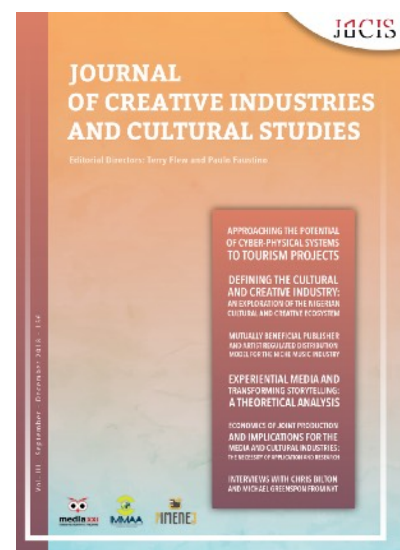
This year's course and conference program featured lectures from

various experts around the world on various themes, such as media management, entrepreneurship, public service media and the effect of clusters on media industries. Among these scholars, the University of Porto hosted Michal Glowacki (University of Warsaw), James Breiner (University of Navarra), Chris Bilton (University of Warwick), Mark Deuze (University of Amsterdam) and João Palmeiro (President of the European Google Fund for Media Innovation).

Dr. Paulo Faustino (President of IMMAA) was happy with the final result and the organization of the CREIMA course and conference and is hoping to see this project grow next year, as it is very important to the scientific knowledge of the media industries and will help with fostering network and debate, and disclose the most current research and development across the world, to an eager audience.

What to read in Journal of Creative Industries and Cultural Studies Vol. I

1. **Foreword** by invited expert Terry Flew and *Paulo Faustino*.
2. **Guest editorial** by *Terry Flew* on creative industries and regional development strategies.
3. **Articles:** "Attracting Startups within Creative Industries and the High-Tech Sector", by Prof. Dr. *Uwe Eisenbeis* and *M. Sc. Andrea Bohne*; "Finding Direction When Developing New Media Products", by *Tanja Eiff* and *Heinz-Werner Nienstedt*; "Lisboa Criativa: Why it is Important to Connect", by *Carla Moreira Martins Barros*; "Business Models for Digital Newspapers", by *Blanca Piñeiro Torres*.
4. **Reports:** "Italian Cultural and Creative Industries" and "Marco Gambaro's Perspective on Italian Creative Industries", by *Fulvia Santovito*; "Understanding Creative Clusters: The Interplay between Organisational Management and Urban Studies, by *Dinara Tokbaeva*.



5. Book reviews: "What Society Needs in the Age of Digital Communication", *Robert Picard*; "Media Corporate Entrepreneurship", *Dr. Min Hang*.

Xescom: IV International Symposium on Communication Management

The call for papers is opened



The XESCOM symposium will host both expert conferences as well as communications from researchers around the world. If you want to participate in the 2019 edition, which will be held at the Faculty of Arts of the University of Porto, from April 25 to 27, you can submit your work based on topics, which can be checked **here**.

Important Dates:

- Submission of abstracts: until February 10, 2019
- Communication of the evaluation of abstracts: until February 20, 2019
- Full communication submission: until March 10, 2019
- Early registration: until March 10, 2019
- Late registration: until March 20, 2019

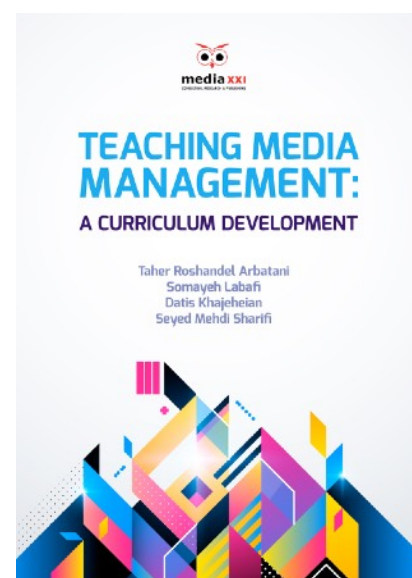
Teaching Media Management: A Curriculum Development

By Taher Roshandel Arbatani, Somayeh Labafi, Datis Khajeheian, Seyed Mehdi Sharifi

Synopsis: Media Management as a relatively new discipline has been taught in various universities and higher education institutes world-wide. However, no integrated approach has been observed towards this area of interest, about how it must be taught, both in structure and in content. This program is taught in both management and communication faculties in different universities. Some conduct this program with an operational approach, while others teach it in a very theoretical manner. Teaching courses also vary from university to university.

This book reports a collective effort on review of media management programs in universities worldwide and development of a modern and updated curriculum for M.A and PhD students of media management in the University of Tehran.

The findings have been authored as this book seeks to provide a comprehensive insight about the



status of media management in different universities worldwide. It also presents the most recent curriculum development that has been done through a thorough and time consuming revision in the department of media management in the University of Tehran. The authors hope that this book will be considered as a guideline for universities and institutes of higher education to revise or realign their programs of media management.



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