



## Media Management and Global Crises - Immediate Effects and Longer-Term Changes

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### A topical forum by the International Media Management Academic Association (IMMAA)

IMMAA has invited industry decision makers and academics to reflect on effects of COVID-19 in countries with different framework conditions and in the diverse media industries as well as related business sectors.

The aim is to derive general patterns and more specific developments as well as to understand media management in global crises also going beyond COVID-19. **The topical forum shall shed light on longer-term changes as well as immediate effects** as encompassing as possible touching among other upon the following questions (depending on the expertise of the invited discussants):

Media and related industries' immediate reactions to altered framework conditions and usage patterns  
 - What will remain after the crisis and what will be transient?

- Media usage in a changed "everyday life": What can be observed with respect to devices, content, media choice?
- Agenda setting, gatekeepers, and framing: What were immediate effects of the crisis or short-term reactions affecting public opinion, trust, control, freedom of the press?
- Resurgence or further decline of traditional print media: What follows for its traditional business model, digital transformation and/or business model innovation?
- (Public) broadcasting versus streaming video: How do roles and expectations change and what follows directly for existing business models?
- General patterns of (digital) media companies': Are there typical reactions to the crisis and are there best practices?
- Winners and losers: What characterises them in this period of change and its aftermath?
- Media policies: Which issues in media policies are coming up or are already debated?

Longer-term adaptations of media and related industries to a post-crisis era - Will the crisis accelerate/delay certain future developments or change their direction?

- Media entrepreneurship and start-ups in a post pandemic era: A chance for new players in creative industries?

- Making media after the crisis: Will value creation structure, key players, and necessary skills change (e.g. disintermediation in media and ICT, integration)?
- Sports and culture: Will these important contexts for media content change in the future due to the crisis?
- Video Games and esports: Is the crisis a stimulus for its further evolution? If yes, in what respect?
- General shift to online media: Is there a potential hastening of what is already underway?
- Changes in media markets due to the pandemic: will they be long-lasting or are some of them transient responses to recently changed circumstances?
- Media's ability to perform its traditional gatekeeping roles: Will the pandemic have long-term impacts?

The forum is divided into **two expert panel sessions** (with varying international perspectives and emphasis on different industries given by diverse background of experts) **plus a special forum for junior academics:**

- **Expert panel 1: 27. November (moderated by Mercedes Medina)**

Time: GMT/UTC noon: Berlin 1pm; New York 7am; LA 4am; Delhi 5.30pm; Beijing 8pm; Melbourne 10pm

The session is planned for **60 minutes** but a buffer should be left for **up to 15 min. additional time.**

Discussants (Academia):

- Ulrike Rohn (Professor at Tallinn University, President of EMMA)
- Tobias Scholz (Professor at University of Siegen)
- James Breiner (Professor at Universidad de Navarra)
- Nils Högsdal (Professor at HDM Stuttgart)

Discussants (Industry):

- Yuri Pogorely (CEO, Interfax, Russian news agency)
- Luis Sangil (Director de Desarrollo en Ikaroa news and consulting)
- Marcus Englert (Chair management board Rocket Internet, managing director Atlantic Investment, partner Solon strategy consulting)
- Sean Branagan (Director of the Center for Digital Media Entrepreneurship in Syracuse)

- **Special forum for junior academics** following expert panel 1 **after a 5-minute break** (this forum will take place provided a substantial number of submissions are received till the event; submissions can be slides or a video of up to 10 minutes)

Time: GMT/UTC 1.05pm; Berlin 2.05pm; New York 8.05am; LA 5.05am, Delhi 6.35pm; Beijing 9.05pm; Melbourne 11.05pm

**The session may start slightly later** depending on the closure of the preceding session. It is planned for **30 minutes** but a buffer should be left for **up to 10 min. additional time.**

- **Expert panel 2: 28. November (moderated by Uwe Eisenbeis)**

Time: GMT/UTC 3 pm; Berlin 4pm; New York 10am; LA 7 am; Delhi 8.30 pm; Beijing 11 pm; Melbourne 2am

The session is planned for **60 minutes** but a buffer should be left for **up to 15 min. additional time.**

## Discussants (Academia):

- Ilhem Allagui (Professor at Northwestern University in Qatar)
- Cristóbal Benavides Almarza (Professor at Universidad de Los Andes, Chile)
- Eli Noam (Professor at Columbia University)
- Paulo Faustino (Professor at Porto University)
- Seongcheol Kim (Professor in the School of Media and Communication at Korea University)

## Discussants (Industry):

- Ricardo Gandour (Executive editor of Brazilian daily newspaper “O Estado de S.Paulo” and the Chief Content Officer of Estado Group)
- Robert Pepper (Head of Global Connectivity and Technology Policy, Facebook, USA)
- João Palmeiro (President of Portuguese Press Association, former president of Google Europe)

Academic and industry experts contribute their **perspectives via up to 10-minute video statements**. Industry decision makers may alternatively be interviewed by members of the IMMAA executive board or other scholars. Recorded statements will be available from 20<sup>th</sup> of November prior to the forum on [YouTube](#) and during the forum also on the forum platform.

Apart from the invited experts we welcome additional video statements to be included into the programme and also made available on YouTube and the platform of the topical forum.

A dedicated platform for storage and future access to materials created for the forum (contingent on the consent of those recorded) will be created after the forum. In addition to the videos also other material (e.g. slides) are collected and will be disclosed to the participants only.

In the expert panels a moderated discussion shall take place. Participants are kindly asked to see the videos prior to the panel. The idea is to leave more time for the elaboration of key statements by the experts and therefore to also have more time for discussion. Towards the last quarter of the panels the panellists/moderators will also include questions from the audience.

Registration is available on the chosen platform for the topical forum ([Hopin](#)).

Participation will be free. Junior academics including (doctoral) students are explicitly welcome.

Castulus Kolo (president)

on behalf of the [executive board of IMMAA](#)

(Francisco Belda, Uwe Eisenbeis, Paulo Faustino, Castulus Kolo, Mercedes Medina, Eli Noam, Elena Vartanova, Zvezdan Vukanovic, Steve Wildman)