

International
Media
Management
Academic
Association



INTERVIEW WITH KIM
SEONGCHEOL ABOUT
KOREAN CONFERENCE



WHAT IS XESCOM?
CONFERENCE IN
OCTOBER



NEWS LETTER Nº 2

Editor's Preface



We present the second newsletter of IMMAA. As mentioned in the previous newsletter, this project is just one of the initiatives that we are preparing to make our contribution in the creation, sharing and dissemination of knowledge in the Media and Creative Industries, emphasizing the focus on management, entrepreneurship, business, monetization and public policies, applied to these industries. In this issue we highlight the information and an interview about the conference that IMMAA will organize in Seoul, in the last week of October 2016. We are also strengthening our cooperation with other associations and events in order to promote our scientific area in countries where the subjects of management and economy of media are still

not consolidated, as is the case of Latin America. It was for this purpose that we join to the conference XESCOM through the organization of a joint workshop in the beautiful city of Quito (Ecuador) and whose goals are highlighted in the interview to his main mentor Francisco Campos.

Is also important to highlight the effort that IMMAA is doing in identifying opportunities and work publishing possibilities, whether in books or in scientific journals. Precisely as a result of the books that IMMAA has been publishing, are being planned two other, for which we open the call for assessment of the papers (paulo.faustino.imma@gmail.com) in the area of Business Models in Media (coordinated by John Lavine, Chris Scholz and Paulo Faustino) and another on the Media in BRICS (coordinated by Eli Noam, Elena vartanova and Paulo Faustino). Also in the context of publications, IMMAA is collaborating in the creation of the "Journal of Creative Industries and Cultural Studies" - JOCIS. The first issue will be published — in digital and printed support — in October and will be presented at Seoul conference. The call for papers is now open, further information can be found in this newsletter.

These are just a few initiatives, among others, that IMMAA is conducting; aiming to create more spaces for interaction and collaboration with the international scientific community and other audiences who have interests in the sector of the media and creative industries, especially in the aspect of management, economics, public policy and entrepreneurship. ENJOY YOUR READING. SEE YOU SOON.

Speaking about IMMAA 2016 conference in Seoul with Kim Seongcheol

Ph.D Professor at the Korea University School of Media and Communication and Director of the Korea University Library



The IMMAA 2016 conference in Seoul, Korea will be an outstanding platform for academic, business, and government representatives from the world to explore emerging and vital issues in media management. The conference represents an excellent opportunity for Korean media industry and academia to share their experiences and lessons with the world from the angles of media management.

Issues and topics addressed at the IMMAA's 2016 Annual Conference in Seoul would be broad and diverse. However, this conference will mainly focus on disruption in media industries, in particular management and education challenges faced by managers and policy makers in media markets. Recent technological innovations have changed the way of producing, distributing and consuming media contents. For example, smartphone has transformed mobile services, business models, whole ecosystem and the rules of the game. Furthermore, it has changed our social relationship, social capital and the nature of communication and brought new cultural phenomena.

Therefore, we may divide our media history into two periods such as before smartphone and after smartphone. Accordingly, the media industry disruption may mean very important technological innovation accompanied by business, policy and cultural transformation.

Since Korea is well-known IT (Information technology) powerhouse in the world, the conference will be able to

KMMA and School of Media & Communication



Established in 2002, the Korea Media Management Association (KMMA) is an academic association for scholars interested in media management and how it influences media industries. The KMMA is the first association in the area of media management in Korea. Pioneering the convergence of broadcasting, telecommunication, and the Internet, the KMMA is leading active collaboration of academia and media industry and hosts various forums in the area of media management.

address disruption enabled by new media technologies and its managerial, social and cultural impacts.

Korean media users have never had as various media platform choices as today. For example, from the most traditional ones like print news to portal news, mobile applications and even news-aggregator service, news are now available to them in all kinds of forms on any devices. Similarly, TV contents are available through terrestrial TV, cable TV, IPTV, mobile TV, OTT(over-the-top) platform and social media on any devices, anytime and anywhere. Time-shift, place-shift and N-screen might be long-playing trends in Korea.

Since technology pushes the development of media industry, it plays a very critical triggering role in our society. On the other hand, market demand pulls the development of media industry. Thus I think that the media industry should depend on not only technology but also market demand. Technology and market demand will jointly influence the media industry.

You may ask why Seoul has been chosen. Last year I proposed a special session for KMMA (Korea Media Management Association) at the IMMAA's 2015 Annual Conference in Moscow and attended the conference with my three Korean colleagues. During the conference, we had a chance to introduce Korean media industries and management and discuss the possibility of hosting the IMMAA 2016 conference in Seoul, Korea. We have two major advantages: Seoul - is a stunning city and over the past decade South Korea has advanced greatly in media management issues.



Speaking about Seoul. Seoul has been the capital of South Korea ever since the 14th century. The city therefore offers a unique contrast of modernization and tradition where both values are preserved and open to public. Seoul is the country's financial, political, commercial and cultural centre. Seoul is inhabited by 11.8 million residents in a well-organized area of around 600 km², it is one of the world's largest cities and ranks seventh in overall growth rates, population and sustainability.

Seoul offers one of the most advanced transportation services in the world. Major districts and cities are all accessible by public transport and each vehicle can be tracked by smart devices. Such network systems allow visitors to travel efficiently around Seoul and to enjoy fully Korea's attractions. Seoul is expected to extend free WiFi accessibility to all public spaces and modes of transportation by 2017. Further, under the "Seoul Digital Plan 2020" project, the presence of Internet of Things (IoT) in the city is also anticipated to increase significantly.

Further to the issue of the media management in Korea. Since the rapid economic growth in the 1960s and modernization efforts in the 1980s, the success of the "Miracle on the Han River" has created an interesting juxtaposition. South Korea is a place where tradition and technology are equally endorsed. Seoul and South Korea at large is one of the prominent leaders in the edge of digital revolution. The country boasts one of the world's fastest internet connection speed and the highest broadband penetration. Launching the 2G service in the 1990s and introducing the current 4G network service in 2010, South Korea is currently endeavoring to introduce the first pilot 5G wireless service in 2018. These efforts are expected to satisfy the increasing demand of more than 88% of the South Korean population that own a smartphone. Considering the dynamic innovations and changes in technologies, customers' needs, regulatory schemes, the media management in Korea is trying to reinvent Korean media's business strategies, business models and killer applications.

Korea University, founded in 1905, is widely acknowledged as one of Korea's oldest, largest, and top-ranked universities.

Among the 24 colleges and divisions, Korea University's School of Media and Communication was established in 1965 and is regarded as one of the most leading incubators of talented professionals, educating students for the challenging and competitive media environment. The School is ranked 26th place in the 2012 QS World University Rankings by subject in the Communication and Media Studies.

Comprehensive media education system has been installed within the Media Hall Building since 2011 and has been providing a multi-dimensional learning environment and opportunities for hands-on experience in media management, new media, journalism, advertising, PR and so on.

The City of Seoul



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 on 27 – 30 October 2016

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.

Critical dates:

31 July 2016 – Deadline for submitting full papers

31 August 2016 – Deadline for reduced fee early-bird registrations

30 September 2016 – Final registration deadline

27 – 30 OCTOBER – IMMAA CONFERENCE

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: Immaa.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, or contact Paulo Faustino: paulo.faustino.immaa@gmail.com or Seongcheol Kim: hiddentrees@korea.ac.kr

Invitation to the II International Research Symposium of communication management workshop by IMMAA



The International Research Network Communication Management (XESCOM) and the Schools of Social Communication and Business Administration from the Technical University of Loja (UTPL), together with the Prometeo professors of SENESCYT assigned to these areas and creators of the Red XESCOM in the Spanish Universities of Santiago de Compostela and a Coruña, organized the II XESCOM, International Symposium on communication Management: From media and communication of organizations to value networks, to be held on 15 and 16 September 2016 in the EDES Business School UTPL in Quito (Ecuador).

The aim of the Second International Symposium on Communication Management is to study the changes that are currently taking place globally and locally in the media, in business organizations and the communication in general due to the incorporation of new technologies, search for new business models, training human resources, social responsibility to the stakeholders and the various forms of governance.

The symposium is organized by specialist lectures and communications sent by researchers at any university or independent, around four forums or workshops: a) Media Traditional and New Media; b) Organizational Communication; c) Corporate Social Responsibility and Management and d) Workshop IMMAA Latin America. Media, Markets and Brands: Transcontinental Perspective.

What is XESCOM and which are its goals?



It is an international research network management for media management created in 2014 by four research groups of the three public universities in Galicia (Spain) and six different Latin American countries. It is promoted by Grupo de Novos Medios [New Media Group] at the University of Galicia and also constituted by the iMARKA group (University of Coruña), NECOM (University of Vigo) and MILE (University of Vigo). Are part of this network near a hundred professors and researchers in the areas of sciences of communication, marketing and business administration. The coordinator of the Network is

the professor and researcher at the University of Santiago and Prometeo of SENESCYT, visitor of Ecuador in the Private Technical University of Loja (UTPL) and Pontifical Catholic Ibarra (PUCESI). The topics and areas of research are:

- Management Research in traditional media (newspapers, radio and television) and digital social media, commercial communication and advertising.
- Research on creation, innovation, production and circulation of news content for traditional print media or broadcast media, online media and social media.
- Research on corporate governance, institutional press offices, community manager, political and communication neurocommunication.
- Creation and valuation to the introduction of new digital tools of communication management, cultural industries, media and social networks.
- Research on the evolution of professional profiles in the sector of communication and adaptation to training curricula.
- Research trends and conducting an annual barometer of Communication Management, publications, workshops, forums and conferences.
- Study on aspects of economics and communication policies, new business models and financing of cultural industries, quality, style forms, reputation, credibility and Corporate Social Responsibility.
- Analysis of emerging and predominant lines of research in journalism and communication.
- Analysis of general, scientific and professional virtual social networks and audience indicators, webometrics, Big Data, ROI and interaction of the media, corporations and institutions.
- Analysis of marketing, country brand, communication and ICT for smart cities, cluster innovation and creative industries.



What is expected in the Symposium to be held in September in Quito?

This international research network launched several scientific projects in recent years. Among them should be mentioned two projects R & D of Programa Estatal de Fomento de la Investigación Científica y Técnica de Excelencia [State Program for Scientific and Technical Research of Excellence] on "Indicators of governance, funding, accountability, innovation, quality and public service of European RTV applicable to Spain in the digital context" (reference CSO2015-66543-P) and "uses and information preferences in the new media map in Spain: journalism models for mobile devices" (reference: CSO2015-64662-C4-4-R). Two books were published and researchers from the network published more than twenty articles indexed in ISI or Scopus journals. Was also conducted in 2015 a barometer of Management for 250 Spanish

media and the extension thereof, from Ecuador, all countries in Latin America to know the evolution and impact of new technologies on them. In 2015 it was held in the city of Pontevedra the First International Symposium on Research Communication Management and in 2016 the second edition of this congress in the city of Quito was planned.

The Second International Research Symposium for Media Management (<https://xescom2016.wordpress.com/>) will be held on 15 and 16 September at the Business School of the Technical University of Loja (EDES) of Quito. It is organized by the Xescom Network and by the Departments of Social Communication and Business Administration from the Technical University of Loja in Ecuador. The general theme of this conference is the study and research of the topic "Media and communication organizations value networks" to address the changes occurring in the global and local media landscape. Around that, five workshops or forums on traditional media and Management of digital media are structured; Organizational Communication Management; TV management (public and private) and audiovisual; IMMAA and Latin America. For this congress 150 papers have been accepted, which are collected in a book of minutes and subsequently higher quality projects and assessment for the publication of two books will be selected.



From the cooperation point of view, how can the relationship between IMMAA and XESCOM be strengthen and wich added value will it bring?

The International Research Network for Media Management is interested in establishing cooperation agreements and collaboration with IMMAA, like the Universities of Ecuador cooperated in organizing this symposium. On this occasion the president of IMMAA, Dr. Paulo Faustino, was invited to speak an opening lecture on the symposium. The closing Congress keynote will be in charge of Dr. Octavio Islas, director of the Center of Higher Studies in Internet and Information Society and professor at the University of the Hemispheres of Quito.

What is planned for the future of the organization?

The Xescom Network plans to continue expanding its relations and integration of research groups working on the same lines and whose projects are converging with those of their respective

members. Also with the realization Communication Management Barometer in the area of Latin America, the continuity of symposia and providing support for the achievement of European projects by research groups members.

Call for communications workshop IMMAA Latin America:

The International Media management Academic Association is organizing this Workshop as part of XESCOM II. Authors who wish to participate in the Workshop of the IMMAA Latin America must now send their full papers. The submission will be made through the EasyChair platform, following the instructions contained in the "Paper Submission" of Congress website:

www.simposioxescom.org

Papers can be written in Spanish, English, Portuguese or French and must be in accordance with the editorial standards, available on the "Rules of Presentation" in the same web. At least one of the authors must be registered and enrolled at the symposium.

Critical dates:

June 15 to August 31, 2016 – Submitting full papers

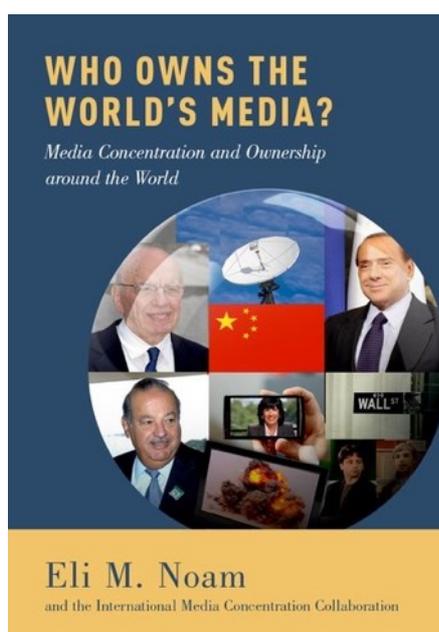
Until 31 July 2016 – Payment of registration with reduced fee:

15 and September 16 – 2016 Celebration of Congress:

Contact information

All information related to the XESCOM II International Symposium on Communication Management is available at the website www.simposioxescom.org. You can also contact the organizing committee via email redexescom@gmail.com

Titles published by IMMAA



Who Owns the World's Media? Media Concentration and Ownership around the World

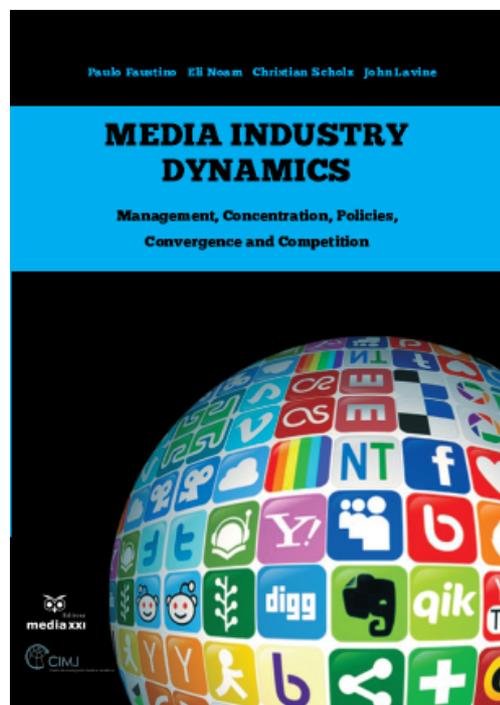
Eli M. Noam and The International Media Concentration Collaboration

Media concentration has been an issue around the world. To some observers the power of large corporations has never been higher. To others, the Internet has brought openness and diversity. What perspective is correct? The answer has significant implications for politics, business, culture, regulation, and innovation. It addresses a highly contentious subject of public debate in many countries around the world. In this discussion, one side fears the emergence of media empires that can sway public opinion and endanger democracy. The other side believes the Internet has opened media to unprecedented diversity and worries about excessive regulation by government. Strong opinions and

policy advocates abound on each side, yet a lack of quantitative research across time, media industries, and countries undermines these positions. This book moves beyond the rhetoric of free media and free markets to provide a dispassionate and data-driven analysis of global media ownership trends and their drivers. The book covers thirteen media industries, including television, newspapers, book publishing, film, search engines, ISPs, wireless telecommunication, and others across a 10- to 25-year period in thirty countries. After examining these countries, this book offers comparisons and analysis across industries, regions, companies, and development levels. It calculates overall national concentration trends beyond specific media industries, the market share of individual companies in the overall national media sector, and the size and trends of transnational companies in overall global media.

***Media Industry Dynamics
Management, Concentration, Policies, Convergence and Competition***

Paulo Faustino, Eli Noam, Christian Scholz, John Lavine



In the last 20 years there has been considerable discussion about the transformation of the media industry and its relation with telecommunications, bringing these industries closer and making them more convergent – mostly in terms of content management and distribution. The media industry is going through a period of accelerated transformation and is characterized by a radical disruption. This obviously has profound effects on management strategies and practices within and across media companies and industries. It is equally clear, however, that among media industries we find divergent characteristics that recommend practices and strategies for responding to the specificities of diverse media companies and kinds of products. This book presents diverse and high quality articles on topics related to Economics and Management of Media and Creative Industries, from their specific features as an industry based on intensive human capital, to changes in business models, impacts of the Internet and influence of public policies, as well as other practices in terms of the

sector's concentration and regulation. The book is organized in two parts – “Media Concentration, Competition and Convergence” and “Media Management Strategies, Business Models and Cultural Industries” – and includes 20 articles, based on the 6th IMMAA Conference (under the theme “New Business Models and Policies for Media and Creative Industries: Challenges to Research and teaching of Media Management”) which took place in Lisbon, in May 2013.

The Business of Media: Change and Challenges

Monica Herrero and Steve Wildman

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.

THE BUSINESS OF MEDIA:

Change and Challenges

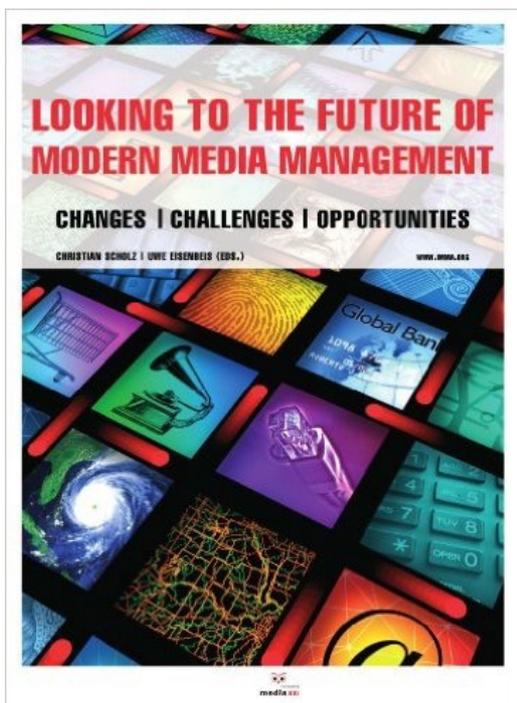


Mónica Herrero & Steve Wildman (Co-editors)



Looking To The Future Of Modern Media Management - Changes | Challenges | Opportunities

Christian Scholz



During the past decade, Media industry has become one the strongest industries in the world, presenting a fast and exponential development. This state of affairs creates a growing necessity of specific tools of management to the professionals of the sector, in the sense of anticipating the present and future challenges, predicting the behavior of the consumers, technological development and the evolution of the value chains, or identifying new areas of investment. The present book which MediaXXI has just launched in the market comes to provide this gap, trying to supply the market with knowledge of theoretical and empirical basis. Chris Scholz acted as the chair of the planning committee from 2007 to 2011. He organized the IMMAA-Conference in Saarbruecken (Germany) 2007. The main results of that conference are published in the book “Looking to the Future of Modern Media Management: Changes – Challenges – Opportunities”.

JOCIS – Journal of Creative and Cultural Industries

Media XXI will soon launch its first issue of JOCIS – under the title Public Policies, Clusters and Entrepreneurship in Creative and Cultural Industries, aiming to publish professional, quality research articles/case studies in the fields of Creative and Cultural Industries for the September/October/November/December 2016 Issue. We are seeking professional authored papers related to the best and most current subjects in the sector. For those who are involved in the Creative and Cultural Industries field JOCIS will be an excellent outlet to show your research on the sector.

General topics for this issue will be:



Media & Communication in Creative Industries; Publishing Market: present and future; The Economy of Arts and Culture; Marketing in Creative and Cultural Industries: specificities; Management of Creative and Cultural Industries; Entrepreneurship; Clusters in Cultural Industries: impact and main issues; Relation between academy and market; Creative Cities; Technological applied to Creative Industries; Popular Cultural and Culture consumerism; Theories and Methods in Cultural Studies; Intercultural Communication; Gender Studies; Culture, leisure and tourism; Empowerment and development of the market in cultural and creative industries. Should you be interested in this publishing opportunity, please respond to this invitation by sending us your proposal until August 20th.

We are confident that this opportunity will be of interest and use to all researchers in the field of Cultural and Creative Industries to publicize and promote their work in the international scientific community.

The News Letter was created by the IMMAA members under the auspices of the Lomonosov Moscow State University, Faculty of Journalism.

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