



The International Media Management Academic Association

IMMAA NEWSLETTER

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## Gregory Ferrell Lowe Letter From the IMMAA President

*Milestones in Global Integration, New Academic Resources, and the Road to Macau*

The end of each academic year is a time to reflect on accomplishments, shake off troublesome burdens, and become immersed in happy times with family and friends. It marks both an ending and the run-up to a fresh start in a new season. It is a welcome season for much-needed rest and hopeful rejuvenation. On behalf of the IMMAA Executive Board, we wish our colleagues around the world a peaceful, restful, and joyful season ahead.

In the spirit of reflection and anticipation, it is gratifying to report that IMMAA is ending the 2025–2026 academic year with significant achievements and exciting anticipations. The achievements have been reported throughout the year in newsletters and website postings, so I'll focus on the anticipations.

First, the planning process is in high gear for our 2026 conference in Macau, China. The conference is hosted by St. Joseph University and produced by a local team ably led by Dr. José Simões and Dr. José Encarnação. Dr. Simões is Head of the Media, Art & Technology Department, and Dr. Encarnação is President of the Macao Portuguese and English Press Association. Executive Board member Dr. Paulo Faustino has a rich history with SJU and is fully engaged, providing appreciated support and facilitation. The conference is scheduled for October 14 – 16, with an optional social program on the 17th. There will be an opening reception event on the 14th. The substantive proceedings will be on the 15th and 16th. This year's conference theme is Building Cultures in Media Management. Follow the IMMAA website and social media for communication updates about the conference.

If you haven't already, there is still time to submit a paper proposal for the 2026 conference, and we encourage you to do so. This conference promises to be a uniquely enriching experience intellectually, socially, and culturally. Macau is a wonderful place to visit with a rich history and diverse heritage.

Second, we have made encouraging progress in planning the forthcoming integration of IMMAA with the World Media Economics and Management Conference (WMEMC). I chair an Integration Workgroup with three primary objectives: 1) establish a legally registered non-profit academic association, 2) that preserves the best of each and builds strength on strength, 3) with a clear and appropriate mission, identity and structure to ensure sustainability and value for the field. The workgroup members (in alphabetical order by last names) are: María Elena Gutiérrez Rentería, Anna Jupowicz-Ginalska, Castulus Kolo, Eli Noam, and Bjørn von Rimscha.

The workgroup has completed a draft mission and identity statement for the new association. We envision a new name, the working version of which is the Association of Media Management and Economics (AIMME, pronounced Amy). WMEMC will become the annual conference produced by AIMME. We are putting the finishing touches on the draft bylaws and narrowing the field of options for where to incorporate. The result will be a draft proposal for organized discussions with a broad group of colleagues who have been engaged with IMMAA and WMEMC, as well as the European Media Management Association (emma). After recommended revisions and improvements, the Executive Board will present the proposal for consideration in the General Assembly in Macau.

Third, and as also highlighted in this newsletter, the Board is working to develop the added value of IMMAA for the field and our professional community. In the months ahead, look for a relaunch of the former CITI online seminars produced by Dr. Eli Noam under a new name and approach that encourages flexibility and variety in formats (seminars, panel discussions, roundtables, interviews, etc.) and involvement of the community at large, as you'll see later in this issue. Also, when you visit the

IMMAA website you will soon find a new category of information on recent publications in three sections: a New Books list, a curated section for Journal Articles, and a section for Book Reviews. We invite colleagues to provide reviews for relevant books they have read and suggest journal articles they consider especially important for advancing theory, methods, and/or practice in the field. Please coordinate with any Board member to report a book you plan to review or suggest a journal article for consideration.

With all of this in view, I'll close with the slightly modified title of a song recorded by [Timbuk 3](#): *The Future's So Bright, [We] Gotta Wear Shades!*

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## Call for Papers: Join Us in Macau 2026

We are delighted to invite you to the 2026 IMMAA Conference, hosted by the University of Saint Joseph from 14-17 October in Macau, China. This year's theme, "Bridging Cultures in Media Management," offers a premier platform to explore digital disruption, AI, and platformization at a historic crossroads of East and West. We encourage scholars and practitioners to submit their proposals by the **June 15th deadline** to join this invigorating exchange of thought leadership.

[Read more](#)



## Journal of Media Economics Highlights IMMAA Cairo Conference Research

A forthcoming special issue of the **Journal of Media Economics (JME)** will feature selected contributions from the 2025 IMMAA Annual Conference held in Egypt. Guest-edited by Professor Rasha Allam and Dr. Ahmed El Gody, this collaboration highlights high-caliber research regarding rapidly evolving media markets and technological innovation. Readers can expect the special issue to be released in June 2026, developing the scholarly dialogue initiated during our time at the American University of Cairo.

[Read more](#)



## IMMAA Seminars Return with a Refreshed Format

Building on a rich legacy of nearly fifty sessions, the Executive Board is thrilled to announce the relaunch of our webinar series as the **"IMMAA Seminars: Insights into Media Management and Economics"**. Directed by Professor Eli Noam, the series will adopt a more flexible monthly format featuring interviews, roundtables, and expert panels moderated by board members. Scheduled to launch in September 2026, this renewed hub will provide a regular platform for sharing

pioneering research and fostering global collaboration.

[Read more](#)



## Scholar Profile: Professor Gillian Doyle's Policy Impact

This newsletter issue features a profile on Gillian Doyle, Professor of Media Economics at the University of Glasgow and a leading authority on media policy and sustainability. Professor Doyle's influential work spans projects for the European Commission and the OECD, with a recent focus on the pivotal role of public service media in supporting democratic resilience. Her forthcoming book, *Public Service Media and the Digital Challenge*, argues that these institutions are critical infrastructural assets in an increasingly uncertain digital environment.

[Read more](#)



## emma 2026: Media Resilience and Democratic Trust

The IMMAA community is pleased to support the upcoming emma 2026 Conference, set to take place in the scenic city of Lappeenranta, Finland, from 27 to 29 May 2026. Under the theme "*Media Protecting Democracy and*

**Building Trust in a Divided and Fragmented World,"** the conference will investigate how media organizations can safeguard editorial independence amid geopolitical tensions and audience fragmentation. Scholars and practitioners are invited to exchange insights in this unique setting that blends technology and social innovation.

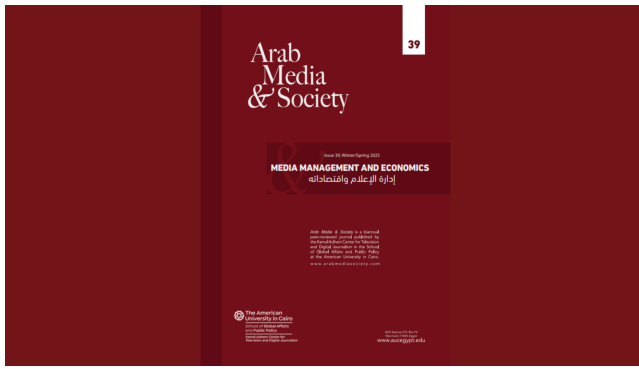
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## Review: Eli Noam Explores the Future of Video

Zvezdan Vukanovic provides a deep dive into Eli Noam's latest book, ***Video 2040: The New MediaTech, AI, and the Next Generation of Media***. Noam moves beyond the "speculative spectacle" of AI to map the concrete technical and economic frictions that will define the era after streaming. The book identifies "Video 4.0" as an AI-orchestrated ecosystem and serves as a vital disciplined inventory for media researchers, policymakers, and industry actors alike.

[Read more](#)



## New Insights into Science Journalism in Qatar

IMMAA President Gregory Ferrell Lowe and Professor Anto Mohsin have published a critical study in **Arab Media & Society** examining the managerial forces shaping specialized news in the Gulf region. Utilizing the Hierarchy of Influences framework, the research identifies a "commercial paradox" where science is strategically important yet viewed as commercially non-viable. The paper notably proposes the "multimarket goods" concept, arguing that in hybrid regimes, authorities act as a crucial third stakeholder alongside audiences and advertisers.

Read more

COMMUNICATION & SOCIETY

**Special Issue**

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**Abstract**  
This study explores the transformative landscape of Arab media branding strategies, focusing on the interplay between technology, diverse ownership models, and strategic innovation. Using Kapferer's Brand Identity Prism framework, this research examines the branding strategies of 11 prominent Arab media organizations. Findings show that successful Arab media brands combine cultural relevance, visual identity, and advanced digital technologies to build audience trust and loyalty. By leveraging wealth and innovation, Gulf nations promote the creation of technologically advanced media hubs, while other regions prioritize strong connections with local cultural identities. The study identifies four distinct Arab media branding models: the *Portals Model*, which emphasizes centralized platforms with authoritative voices; the *Streamer Model*, focusing on high-quality visuals and interactive experiences; the *Catalog Model*, offering structured content libraries and personalized curation; and the *Social Media Model*, leveraging real-time communication and emotional engagement to build local communities. This study highlights the crucial role of technology in shaping contemporary Arab media branding. It stresses the importance of balancing innovation with cultural and regulatory constraints to maintain long-term competitiveness and relevance in a rapidly changing media environment.

## Strategic Branding Models Shaping Arab Media Strategy

Professors Ilhem Allagui and Mohammed Ibahine identify four emerging branding archetypes—Portals, Streamers, Catalogs, and Social Media—shaping the contemporary Arab media landscape. Their research, published in **Communication & Society**, explores how digital transformation and diverse ownership models drive strategic innovation across 11 prominent organizations. The study provides a crucial framework for understanding how regional media hubs leverage

wealth and cultural identity to maintain competitiveness in a global environment.

[Read more](#)

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## How to Contribute to the IMMAA's Newsletter Books & Papers Section

For those interested in contributing book and paper reviews to the IMMAA Newsletter, we invite you to submit your perspectives and critical insights through the contact form at IMMAA's website: <https://immaa.org/contact-us>. Sharing your review will raise awareness and enrich discussions among scholars and professionals in the field, and contribute to IMMAA's commitment to global exchange. Join the conversation by submitting your book or paper review to spotlight new titles and research in the field of media management and economics for the IMMAA community.

## Become IMMAA member

IMMAA invites professors, researchers, practitioners, and students from around the world to join our vibrant and diverse global network. United by a commitment to advance knowledge in media management and support innovation in practices, the International Media Management Academic Association brings together experienced and emerging scholars with professional networks to foster dialogue, build expertise, and grow our strongly interconnected community.

Membership is free of charge. Our priority is to support networking growth, sharing insights, and cultivating opportunities for engagement. Members receive priority news and event registration, publication, and networking opportunities, access to the newsletter, workshops, and mentorship programs. Subscribe now at:

<https://immaa.org/become-an-immaa-member/>



Priority news and registration to events



Publication opportunities



Networking opportunities



Newsletters subscription



Workshops and mentorship programs

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## Share Your Expertise in the IMMAA Newsletter

IMMAA welcomes contributions from its network and beyond. We encourage members and readers to submit short summaries of their work, book reviews, and event coverage for inclusion in upcoming editions of the newsletter. Your insights help expand the community's knowledge and bring fresh perspectives to media management. To contribute, use the contact form available on the IMMAA website:

<https://immaa.org/contact-us>

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## Stay Connected

Continue the conversation and stay updated by following IMMAA on [LinkedIn](#) and [Facebook](#). Connect with peers, share news and events, and help shape the future of media management research and practice.

This Newsletter was created by the **International Media Management Academic Association (IMMAA)**.

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