

EMMA ANNUAL CONFERENCE 2009

Media after the Mass

February 13 – 14, 2009
ESCP-EAP European School of Management
79, Av de la République, Paris

Sponsored and arranged by ESCP-EAP European School of Management and Media Management & Transformation Centre, Jönköping International Business School

Programme, Friday, February 13

12:00 – 13:15	Lunch in ESCP-EAP dining room Registration: Outside Room Amphi Gelis, the main conference hall.
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Introduction

Room: Amphi Gelis

13:15 – 13:45	Welcome and introduction Lucy Küng , President of EMMA, Jönköping International Business School, Sweden Pascal Morand , Dean, ESCP-EAP European School of Management, Paris, France
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Panel 1: Plenary session, Audience and Users

Chairperson: Lucy Küng, Jönköping International Business School, Sweden

Room: Amphi Gelis

13:45 – 14:00	The Future of the Mass Audience Revisited, Peter Goodwin , University of Westminster, UK
14:00 – 14:15	“Controlled by Consumers: the Media Space in the Time of Conversation”, Ghislain Deslandes, Antoine Godbert and Laurent Fonnet , ESCP-EAP European School of Management, France
14:15 – 14:30	Media-Specific Online Communities: Functions, Driving Forces and Critical Mass, Frank Habann , University of Mainz, Germany
14:30 – 14:45	New Content and Citizen Use of DTT, Fernando Peinado , and M. Dolores Rodríguez Barba , Complutense University of Madrid and Estrella Gutiérrez David , University Carlos III of Madrid, Spain

14:45 – 15:00	Impact of Different Levels of Ad Addressability on Networks, Viewers and Advertisers, Christian Schaarschmidt and Stefan Ulrich Radtke , University of Cologne, Germany
15:00 – 15:15	User Motivation on Generating Content: A Critical Examination of Recent Research on Motivation for Different UGC Types, Mania Strube , University of Hamburg, Germany
15:15 – 15:30	Questions

15:30 – 16:00 Coffee break

Panel 2: Parallel session: News and Newsroom

Chairperson: Antti Paasio, University of Turku, Finland

Room: Amphi Gelis

16:00 – 16:15	Media Studies Scholars, Go Back Inside the Newsrooms!, Matthieu Lardeau, ESSEC Business School, France
16:15 – 16:30	Fostering a Culture of Collaboration in the Newsroom: Organizational Issues of Turning Vision into Practice, Davy Geens, Kristel Vandenbrande and Steve Paulussen , University of Vrije Brussels, Belgium
16:30 – 16:45	News Sources Go Solo: Embedded Publishing and its Consequences for the Newspaper Sector, Sander Spek and Jan Bierhoff , Zuyd University, the Netherlands
16:45 – 17:00	Opportunities and Challenges for High Quality Journalism in a Context of Increasing Economic and Technological Changes, Cinzia Dal Zotto , University of Neuchâtel & Jönköping International Business School and Benedetta Prario , University of Lugano, Switzerland
17:00 – 17:15	Integrating Learning and Work in Newspaper Industry: a comparative study between Greek and Swiss journalists, Georgios Tsourvakas, Paraskevi Dekoulou and Chrysanthi Georgakarakou , Aristotle University of Thessaloniki, Greece, and Karin Puehringer , University of Zurich, Switzerland
17:15 – 17:30	Questions

Panel 3: Parallel session: Newspapers Online and Offline

Chairperson: Paulo Faustino, Catholic University/MediaXXI, Portugal

Room: Amphi 4110

16:00 – 16:15	Advertising and Attention Management for Print and On-line Newspapers, Virginie de Barnier, Dominique Augey and Nathalie Sonnac , University Paul Cézanne Aix-Marseille, France
16:15 – 16:30	Leaving the Twentieth Century, Graham Meikle , University of Stirling, UK
16:30 – 16:45	SMEs Going Global: The Internationalization Strategies of Trade and Newspaper Publishers and Online Social Networks, Patrick Proner, Heinz-Werner Nienstedt, Gözde Yalazi and Andreas Mauch , Johannes Gutenberg University of Mainz, Germany
16:45 – 17:00	Managing Print and Online Brands: Shall Brand Management Differ?, Heinz-Werner Nienstedt and Carolin Seelmann , Johannes Gutenberg University of Mainz, Germany
17:00 – 17:15	New Approaches for the Analysis of the Audience Use-Patterns and Value Creation Sources for the Financial News Companies: the Case of Expansion, Alfonso Vara and Maria Vázquez , University of Navarra, Spain
17:15 – 17:30	Questions

17:30 **Break**

18:00 EMMA General Assembly, Room Amphi Gelis

19:30 Dinner at Le Pub in the ESCP-EAP restaurant

22:00 Bus pick-up from the ESCP-EAP campus to the official hotel, Les Jardin du Marais

Programme, Saturday, February 14

08:15 Bus pick-up from the official hotel, Les Jardin du Marais to the ESCP-EAP campus. (Bus will be directly outside the hotel)

Panel 4: Plenary session: Public Media After the Mass

Chairperson: Charles Brown, University of Westminster, UK

Room: Amphi Gelis

09:00 – 09:15	The Meaning of Money: Modes and Implications Funding PSM, Greg F. Lowe , University of Tampere, Finland
09:15 – 09:30	Putting Public Service Brands to the Test in the Move From PSB to PSM: the Case of the VRT's Cultural Delta Project, Hilde Van den Bulck , University of Antwerp, Belgium
09:30 – 09:45	A Decade of French and Spanish Broadcaster Obligations to Invest in Film Production: Regulation, Results and Prospective (1997.07), Carles Llorens , University of Barcelona, Spain
09:45 – 10:00	Thinking About the Future: Three Cultures in a Public Service Media Firm, Sune Tjernström , Kalmar University, Sweden
10:00 – 10:15	Making Public Service: a Study of TV Programme Production at the Intersection of Public and Market, Maria Norbäck , Jönköping International Business School, Sweden
10:15 – 10:30	Questions

10:30 – 11:00 Coffee break

Panel 5: Parallel session: Strategy, Management and Organization

Chairperson: Cinzia Dal Zotto, Jönköping International Business School, Sweden

Room: Amphi Gelis

11:00 – 11:15	Changing Competition on TV Sector and Broadcasters Strategic Responses. Setting the Tools to Grab the Facts, Eva Pujadas and Mercè Oliva , University Pompeu Fabra, Spain
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11:15 – 11:30	Making Media Strategy in Times of Uncertainty, John Oliver , Bournemouth University, UK
11:30 – 11:45	Media Clusters as Sources of Sustained Competitive Advantage for Established Television Networks, Stefan Ulrich Radtke , University of Cologne, Germany
11:45 – 12:00	The Impact of Digital Technologies on the Management of Traditional Media Firms, Dan Shaver and Mary Alice Shaver , Jönköping International Business School, Sweden
12:00 – 12:15	The Impact of Digital TV in the Portuguese Audiovisual Value Chain: the Logics of Media Asset Management, Vera Araújo , Obercom, Portugal
12:15 – 12:30	Customer Orientation, Mart Ots , Jönköping International Business School, Sweden
12:30 – 12:45	Questions

Panel 6: Parallel session: Television in an Age of Fragmentation

Chairperson: Juan P. Artero, University of Navarra, Spain

Room: Amphi 4110

11:00 – 11:15	CSR and Spanish Television Companies, Juan Luis Manfredi , University of IE, Spain
11:15 – 11:30	Impossible Demand: UK Broadcasters and Collaboration in the On-Demand Arena, Charles Brown , Westminster University, UK
11:30 – 11:45	Digital Television and the Audience Fragmentation, Cinzia Colapinto, Benedetta Prario and Guiseppa Richeri , University of Lugano, Switzerland
11:45 – 12:00	Quality of Television Supply in the Spanish Market: Perceptions From the Public, Mónica Herrero, Alfonso Sánchez-Tabernero and Juan P. Artero , University of Navarra, Spain
12:00 – 12:15	Quality of TV Fiction in Spain: Audience's and Professionals' Perceptions, Patricia Diego, Mercedes Medina, Alejandro Pardo and Cristina Etayo , University of Navarra, Spain
12:15 – 12:30	Questions

12:45 – 14:00 Lunch

Panel 7: Parallel session: Business Models After the Mass

Chairperson: Juan P. Artero, University of Navarra, Spain

Room: Amphi Gelis

14:00 – 14:15	Attitudes to TV Advertising: an Analysis of Consumer Profiles, Cristina Etayo , University of Navarra, Spain
14:15 – 14:30	Dynamic Business Models and “Blended” Media, Patrick Badillo , University of IRSIC/Aix-Marseille, France
14:30 – 14:45	How Time-Shifting Changes the Television Advertising Market, Agnes Urban and Nora Nyiro , Corvinus University of Budapest, Hungary
14:45 – 15:00	Quo Vadis Advertising Money?, Antti Paasio and Timo Toivonen , Turku University, Finland
15:00 – 15:15	Emergence of Platforms for User-Generated Advertising, Jurgen Karla , RWTH Aachen University, Germany
15:15 – 15:30	Phone-Based Income Models in TV Production. Exploring the Multiplatform Format Strictly Come Dancing, Karoline Andrea Ihlebaek and Gunn Sara Enli , University of Oslo, Norway
15:30 – 15:45	Questions

Panel 8: Parallel session: Online Media

Chairperson: Ghislain Deslandes, ESCP-EAP European School of Management, France

Room: Amphi 4110

14:00 – 14:15	The Role of Entrepreneurial Orientation in Combining Old and New Media, Leona Achtenhagen , Jönköping International Business School, Sweden
14:15 – 14:30	Rising Weblogs: A Challenge to Journalistic News Cycle and Media Organisational Management?, Rui Novais , CETAC.MEDIA – University of Porto/University of Liverpool, Portugal/UK
14:30 – 14:45	Niche Online Media and User-Generated Content: Audience Fragmentation and Organisational Repositioning in the Australian Media Environment, Terry Flew , Creative Industries Faculty QUT, Australia
14:45 – 15:00	The Effect of Magazine Website Usage on Brand Loyalty and Word of Mouth – Comparison between Magazine Subscribers and Non-

	Subscriber Samples, Hanna-Kaisa Ellonen, Anssi Tarkiainen and Olli Kuivalainen , Lappeenranta University of Technology, Finland
15:00 – 15:15	The Internet's Impact on Journalistic Quality, Christian Wellbrock , University of Hamburg, Germany
15:15 – 15:30	Who's Wii? Nintendo's Blue Ocean Strategy, Robert Brookey , Northern Illinois University, and Tom Nakayama , Northeastern University, USA
15:30 – 15:45	A la Carte ou pas? What Influences Online Music Consumers Behavior?, Ike Picone , IBBT-SMIT-VUB, Belgium
15:45 – 16:00	Questions

15:45 – 16:15 Coffee break

Panel 9: Plenary session, EMMA: Looking Back, Looking Forward

Chairperson: Lucy Küng, Jönköping International Business School, Sweden

Room: Amphi Gelis

16:15 – 16:45	Robert Picard, Jönköping International Business School Alfonso Sánchez-Taberner, University of Navarra, Spain Heinz-Werner Nienstedt, Johannes Gutenberg University, Germany Georgios Tsourvakas, Aristotle University of Thessaloniki, Greece
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17:00 Bus pick-up from the ESCP-EAP campus to the official hotel, Les Jardins du Marais

19:30 Reception and EMMA Gala Dinner at the official hotel of EMMA "Les Jardins du Marais", 74, rue Amelot, Paris

EMMA 2008 and 2009 awards:

Dr Alfonso Nieto, Honorary Professor at University of Navarra

Mr Viktor Shkulev, President of Hachette Filipacchi Shkulev

EMMA Paris 2009 Best Paper Prize