



Detailed Programme

EMMA 2008 Annual Conference

On the topic

The Changing Media Business Environment

Held on

February, 8-9th, 2008

At

IESE Business School
University of Navarra
Avenida Pearson, 21
08034 Barcelona, Spain
<http://www.iese.edu>

Organized by



Department of Media Management
International Center for Media Companies
IESE Business School/ <http://www.iese.edu/ciec>



Universidad de Navarra

Media Management Department
School of Communication
University of Navarra
<http://www.unav.es/fcom>

Friday, Febr. 8th

09:00 Registration and welcome

10:00 EMMA Board Meeting

Pago y gratuidad en la prensa diaria

10:00 Miguel Carvajal
Universidad Miguel Hernández
Respuestas estratégicas de la prensa de pago ante los diarios gratuitos

10:20 Alfonso Vara
Universidad de Navarra
El caso del WSJ.com: del modelo de suscripción al modelo gratuito

Ficción televisiva: competencia global y perspectiva local

10:40 Lorenzo Vilches
Universitat Autònoma de Barcelona
El proceso de mundialización del mercado iberoamericano de la ficción televisiva

11:00 Patricia Diego y Alejandro Pardo
Universidad de Navarra
La ficción televisiva en España: una reinención del género y adaptación a la industria

11:30 *Coffee break*

Factores políticos y económicos del mercado

12:00 Julián Sanmartín Navarro
Universitat Autònoma de Barcelona
La televisión digital local pública en la Comunidad Valenciana: estado de la cuestión

12:20 Cristina Etayo
Universidad de Navarra
Determinantes de la intensidad publicitaria sobre el PIB

12:40 María Isabel Fernández Alonso
Universitat Autònoma de Barcelona
Principales ejes de las políticas de televisión en España (2004-2008)

13:00 *Join up all Participants and Lunch (IESE Catering)*

New ways of Education to cope with the changing environment

14:00 Antii Passio, Peter Mechels
Turku School of Economics
A Future For European Media - Take 1

Uncertainty and turbulent business environments

14:30 Antonio Schuh
Instituto de Empresa & Telefonica SA
Disruptive Innovation in the Music Industry: Testing Theoretical Criticisms

15:00 Ghislain Deslandes
European School of Management Paris
EuropaCorp, a Credible Alternative Model in an Age of "Cinema Entertainment"?

15:30 *Coffee break*

Industry performance

16:00 Paul Murschetz, Eric Karstens
Cologne Business School
Digital Pay-TV in Germany: Modelling and Applying a Market Failure Test

16:30 Karen Arriaza Ibarra
Universidad Complutense de Madrid
The Changing Role of the Public Broadcasting Television in Europe (A Comparative Analysis between Public Television Services' Performances in Spain and Sweden during 1995 - 2005)

17:00 Patrick-Yves Badillo, Dominique Bourgeois
Université de la Méditerranée Marseille
The French Press: Issues and Econometric Tendencies - Towards the End of an Industry? -

17:30 EMMA General Assembly

21:00 *Dinner*

Saturday, Febr. 9th

Media Marketing in the new environment

- 09:30 Juergen Karla
Rheinisch-Westfälische Technische Hochschule Aachen
Analysis of Incentive Systems for Web 2.0-Services
- 10:00 Francisco J. Pérez-Latre
University of Navarra
The Fragmentation of Advertising

Competition and concentration

- 10:30 Frank Habann, Heinz-Werner Nienstedt
Johannes Gutenberg-University of Mainz
Free Sheets versus Traditional Paid-for Newspapers in Italy
- 11:00 Carles Llorens Maluquer
Universitat Autònoma de Barcelona
European and US Audiovisual Media Market Concentration Revisited
- 11:30 *Coffee break*
- 12:00 *Panel session with Santiago Miralles, General Manager of CCRTV Interactiva*
- 13:30 *Reception and Lunch (IESE Catering)*

Change of industries and organizational structures

- 15:00 Patrick-Yves Badillo, Jean-Baptiste Lesourd
Université de la Méditerranée Marseille
The Dynamics of Media Markets (The Case of the Press Industry: A Comparison between France and the UK)
- 15:30 Gabriele Siegert, M. Bjørn von Rimscha, Ulrike Mellmann
University of Zurich
*Commercialization of Media Organizations
Systematizing empirical Approaches*
- 16:00 Elena Vartanova, Marianna Blinova, Mikhail Makeenko,
Sergei Smirnov
Moscow State University
Management of Russian Media Companies: The Study of Corporate Governance

- 16:30 Karin Pühringer
University of Zurich
Changes in Newspaper Journalist's Loyalty and Identification Extent
- 17:00 End of the conference
- 17:00 Meeting new EMMA Board
- 20:00 *Dinner*

Sunday, Febr. 10th

- 10:00 Barcelona Tour