



**Media Management
in the Age of Big Data and High-tech**
The Annual Conference of the European Media Management
Association

www.media-management.eu/conference-warsaw/
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Warsaw, June 14–15, 2018
University of Warsaw Library



**Faculty of Journalism
Information and Book Studies**
University of Warsaw

Programme

June 13, 2018 (Wednesday)

Venue: Centrum Kreatywności Targowa, Targowa 56, 03-733 Warszawa

9:30-18:00	“Creative Cultures for Media Progression: An Unconference: pre-conference to the annual congress of emma https://www.creativemediacusters.com/unconference
20:00-22:00	Welcome reception of the emma Annual Conference

June 14, 2018 (Thursday)

Venue: Library of the University of Warsaw (Biblioteka Uniwersytecka UW), Dobra 56/66, 00-312 Warszawa

8:00-9:00 Sala Wystawowa	Registration and welcome coffee
9:00-9:30 Room 316	Welcome Michał Głowacki – Conference Chair (University of Warsaw, Poland) Janusz Adamowski – Dean, Faculty of Journalism, Information and Book Studies (University of Warsaw, Poland) Ulrike Rohn – President of the European Media Management Association (Tallinn University, Estonia)
9:30-11:00 Room 316	PLENARY SESSION I: Rationalising Audiences and Reconsidering Media Management Chair: Ulrike Rohn (Tallinn University, Estonia) Keynote speakers: Philip M. Napoli (Sanford School of Public Policy at Duke University, USA) <i>Big Data, Algorithmic Decision-making, and the Endpoint of the Rationalization of Audience Understanding</i> Christian S. Nissen (Copenhagen Business School, Denmark) <i>Public Service Media Management in the Age of Big Data and Post-industrialism</i>
11:00-11:30 Sala Wystawowa	Coffee break
11:30-13:00 Rooms 316, 256, 254, 315, 264	Parallel sessions (1)
13:00-14:00 Sala Wystawowa	Lunch break
14:00-15:30	Parallel sessions (2)

Rooms 316, 256, 254, 315, 264	
15:30-16:00 Sala Wystawowa	Coffee break
16:00-17:00 Rooms 316, 256, 254, 315, 264	Parallel sessions (3)
17:00-17:30 Room 316	Chopin Night – Introduction
19:00-21:00	Chopin Night Dinner at Warsaw University (Palac Kazimierzowski, main Campus, Krakowskie Przedmiescie 26/28)
21:00-22:00	Guided tour at the main Campus of the University of Warsaw

June 15, 2018 (Friday)

Venue: Library of the University of Warsaw (Biblioteka Uniwersytecka UW), Dobra 56/66, 00-312 Warszawa

8:00-9:00 Sala Wystawowa	Welcome coffee
9:00-10:30 Room 316	Plenary session II: Roadmaps for organisational culture change Chair: Michał Głowacki (University of Warsaw, Poland) Keynote speakers: Lucy Kueng (Reuters Institute, University of Oxford, UK) <i>Going Digital. A Roadmap for Organisational Transformation</i> Lizzie Jackson (London South Bank University, UK) <i>Organisational Culture in Data-informed Firms</i>
10:30-11:00 Room 316	Media and Democracy Karol Jakubowicz Award Chair: Gregory F. Lowe (Northwestern University in Qatar)
11:00-11:30 Sala Wystawowa	Coffee break
11:30-12:45 Rooms 316, 256, 254, 315, 264	Parallel sessions 4
12:45-13:30	Poster session

Room 316	
13:30-14:30 Sala Wystawowa	Lunch break
14:30-16:00 Room 316	Emma Annual General Assembly
18:00-22:00	Gala Dinner – Garden Party, University of Warsaw Library, Gardens

June 16 (Saturday), 2018

Social activities: <https://www.media-management.eu/conference-warsaw/social-activities/>

LIST OF PARALLEL SESSIONS

Room	316	254	256	315	264
Parallel sessions 1 Thursday June 14, 11:30- 13:00	1.1 Strategic Management Chair: Sven-Ove Horst (Erasmus University Rotterdam, the Netherlands)	1.2 Media and Generation Z Chair: Lizzie Jackson (London South Bank University, UK)	1.3 Media Policy Chair: Tom Evens (Ghent University, Belgium)	1.4 Economics of Media Industry Chair: Gregory F. Lowe (Northwestern University in Qatar)	1.5 Media Innovations Chair: John J. Oliver (Bournemouth University, UK)
Parallel sessions 2 Thursday June 14, 14:00- 15:30	2.1 Managing the Media Chair: Christian S. Nissen (Copenhagen Business School, Denmark)	2.2 Streaming and social media Chair: M. Bjørn von Rimscha (Johannes Gutenberg University Mainz, Germany)	2.3 Journalism Chair: Päivi Maijanen (Lappeenranta University of Technology, Finland)	2.4 Media platforms and ICT Chair: Włodzimierz Gogolek (University of Warsaw, Poland)	2.5 Broadcasting Chair: Henry Loeser (Tallinn University, Estonia)
Parallel sessions 3 Thursday June 14, 16:00- 17:00	3.1 Big Data Chair: Sabine Baumann (Jade University of Applied Sciences, Germany)	3.2 Social media and Generation Z Chair: Juliane Lischka (University of Zurich, Switzerland)	3.3 Fake news Chair: Alicja Jaskiernia (University of Warsaw, Poland)	3.4 Entrepreneurship Chair: Lucy Kueng (Reuters Institute, University of Oxford, UK)	3.5 Visual Communication Chair: Tadeusz Kowalski (University of Warsaw, Poland)
Parallel sessions 4 Friday June 15,	4.1 High-tech Chair: Miguel Crespo (ISCTE –	4.2 Technology Trends	4.3 Management Trends	4.4 Media Funding Chair: Harald Gerhard Rau	4.5 Cultural and Production Studies

11:30-12:45	University Institute of Lisbon, Portugal)	Chair: Stephan Böhm (RheinMain University of Applied Sciences, Germany)	Chair: Mercedes Medina (University of Navarra, Spain)	(Ostfalia University of Applied Sciences, Germany)	Chair: Paulo Faustino (University of Porto, Portugal)
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Parallel sessions 1

1.1 Strategic management

Thursday June 14, 11:30-13:00

Room 316

Chair: Sven-Ove Horst (Erasmus University Rotterdam, the Netherlands)

11:30-11:45	Sabine Baumann (Jade University of Applied Sciences, Germany)	The Evolution of Strategic Media Management: What's In, What's Out, What's Hot, and What's Not?
11:45-12:00	Harald Gerhard Rau (Ostfalia University of Applied Sciences, Germany)	Not to Be Thrown on the Scrap Heap: The Hypothesis of Adaptation and Commercialized Content as a Question for Media Management
12:00-12:15	Johanna Elisabeth Möller (Johannes Gutenberg University Mainz, Germany), Pamela Nölleke-Przybylski (Catholic University of Eichstätt-Ingolstadt, Germany), Denise Voci (Alpen-Adria-Universität Klagenfurt, Austria), M. Bjørn von Rimscha (Johannes Gutenberg University Mainz, Germany), Matthias Karmasin (Alpen-Adria-Universität Klagenfurt, Austria), Klaus-Dieter Altmeppen (Catholic University of Eichstätt-Ingolstadt, Germany)	Beyond the Transnational. Comparing and Explicating Media Companies' Cross-Border Strategies

12:15-12:30	Christian-Mathias Wellbrock (University of Cologne, Germany), Lea Püchel (University of Cologne, Germany)	Managing Editorial Design: Effects of Magazine Cover Design on Consumer Behaviour
12:30-12:45	Aleksandra Chmielewska (Warsaw School of Economics, Poland), David E. Kalisz (Warsaw Management University, Poland)	Media Management – The Creative End of Competitive Advantage
12:45-13:00	Discussion	

1.2 Media and Generation Z

Thursday June 14, 11:30-13:00

Room 254

Chair: Lizzie Jackson

11:30-11:45	Juan Martín Quevedo (International University of La Rioja, Spain), Erika Fernández Gómez (International University of La Rioja, Spain), Francisco Segado Boj (International University of La Rioja, Spain)	How to Engage with Generation Z on Instagram? A Comparative Analysis of HBO and Netflix in Spain and USA Market
11:45-12:00	Akio Torii (Jönköping International Business School, Sweden)	Why Subcontracting System Does Not Work in Contents Industries in Japan?
12:00-12:15	Shaghayegh Kolli (Allameh Tabataba'i University, Iran), Siavash Salavatian (IRIB Iran Broadcasting University, Iran), Datis Khajeheian	Identifying Generation Z's Behavioral Patterns in Social Media: A Case Study of Big Data Generated from Active Teens on Instagram
12:15-12:30	Erik Fuchs, Michelle Helena Kovacs (NHTV Breda University of Applied Sciences, the Netherlands)	Collaborative Consumption: Millennials' Consumer Attitude towards Asset-sharing Services and Implications for Media Management
12:30-12:45	Linn-Birgit Kampen Kristensen (BI Norwegian Business School, Norway), Mona K. Solvoll (BI Norwegian Business School, Norway)	Generation Z: Exploring Payment for Media Content Online in Norway

12:45-13:00	Discussion
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1.3 Media Policy

Thursday June 14, 11:30-13:00

Room 256

Chair: Tom Evens (Ghent University, Belgium)

11:30-11:45	Mercedes Medina (University of Navarra, Spain), Idoia Portilla (University of Navarra, Spain)	Data Protection Policies in Spanish Media Groups: Transparency and Challenges
11:45-12:00	Henry Loeser (Tallinn University, Estonia), Ulrike Rohn (Tallinn University, Estonia), Madis Järvekülg (Tallinn University, Estonia)	Small Fish in a Big Pond: Do European Audiovisual Policies Help or Harm Audiovisual Industries in Small Countries?
12:00-12:15	Linda Saulite (Turība University, Latvia)	Is There a Future for Local Media Brands? Media Digitalization Impact on Media Branding in Latvia. The Younger Audience in Focus
12:15-12:30	Alexander Godulla (University of Leipzig, Germany), Cornelia Wolf (University of Leipzig, Germany)	Smart City Technologies in Everyday Life Citizens' Information Sources, Knowledge, and Acceptance
12:30-12:45	Sylvain Malcorps (Université libre de Bruxelles, Belgium)	Beyond the Wall: Online Journalists and Marketers Preparing Online News Personalisation in the Belgian Publishing Company Mediafin
12:45-13:00	Discussion	

1.4 Economics of Media Industry

Thursday June 14, 11:30-13:00

Room 315

Chair: Gregory F. Lowe (Northwestern University in Qatar)

11:30-11:45	Castulus Kolo (Macromedia University of Applied Sciences, Germany)	Growth of Media and Economic Development in International Perspective
11:45-12:00	Monia Kouki-Block (Universität Hamburg, Germany)	The Importance of Media Brands on the Online Advertising Market - Evidence from a Conjoint Experiment

12:00-12:15	Philipp Bachmann (University of Zurich, Switzerland), Séverine Hunziker, Tanja Rüedy (University of Zurich, Switzerland)	The Possible Risks and Side-effects of Native Advertising
12:15-12:30	Ingo Knuth (Berlin University of Applied Sciences, Germany), Christian-Mathias Wellbrock (University of Cologne, Germany), Andreas Golze	The Impact of Trust and Culture on Success in Advertising Selling
12:30-12:45	Miguel Carvajal, José María Valero-Pastor (Miguel Hernández University of Elche, Spain)	Mapping New Revenue Streams for Journalism in the Age of Technology Platforms and Social Media: The Case of Spain
12:45-13:00	Discussion	

1.5 Media Innovations

Thursday June 14, 11:30-13:00

Room 264

Chair: John J. Oliver (Bournemouth University, UK)

11:30-11:45	Cornelia Wolf (University of Leipzig, Germany), Alexander Godulla (University of Leipzig, Germany)	Co-creation, Collaboration und Co-opetition in Journalism: How Media Organizations Reflect on Innovative Forms of Media Production
11:45-12:00	Imran Nazir (Jönköping International Business School, Sweden), Adele Berndt (Jönköping International Business School, Sweden),	Customer Co-creation in Media Content Innovation: An Exploratory Study of Commercial Television Broadcasters in Pakistan
12:00-12:15	Taher Roshandel Arbatani, Hooman Asadi, Afshin Omid (University of Tehran, Iran)	An Innovation-Based Model of Competitive Advantage for Digital Music Distribution: A Grounded Theory in Iran
12:15-12:30	Miguel Crespo (ISCTE – University Institute of Lisbon, Portugal)	Internal Innovation in the Portuguese Media: A Case Study of Three Media Outlets in Search for the Best Practices for Media Survival and Development
12:30-12:45	Roman Jacobi, Judith Eißer, Stephan Böhm (RheinMain University of Applied Sciences, Germany)	Media Offers for Online Gamers: A Conjoint Study Based on the Example of World of Warcraft
12:45-13:00	Discussion	

Parallel sessions 2

2.1 Managing the Media

Thursday June 14, 14:00-15:30

Room 316

Chair: Christian S. Nissen (Copenhagen Business School, Denmark)

14:00-14:15	Tadeusz Kowalski (University of Warsaw, Poland)	Introduction to Internet Economics: Value Chain and Media Firms Strategies
14:15-14:30	Marc Edge (University of Malta, Malta)	The Truth Is Out There: Company Financial Reports as Primary Sources for Media Management Research
14:30-14:45	John J. Oliver (Bournemouth University, UK)	Shaping the Corporate Perimeter in a Changing Media Industry
14:45-15:00	Alexander Moutchnik (RheinMain University of Applied Sciences, Germany)	CSR of Media Companies. Management and Corporate Communication Strategies
15:00-15:15	Sari Virta (Jönköping International Business School, Sweden)	Managing Tensions of Collaboration in a Hybrid Organization: A Case Study of the Mediapolis Media Cluster in Finland
15:15-15:30	Discussion	

2.2 Streaming and social media

Thursday June 14, 14:00-15:30

Room 254

Chair: M. Bjørn von Rimscha (Johannes Gutenberg University Mainz, Germany)

14:00-14:15	Natalia Berger (Inholland University of Applied Sciences, the Netherlands)	Vlogging is Getting Grown Up: YouTube-stars in the Public Discourse of Conventional Media
14:15-14:30	Anders Fagerjord (University of Oslo, Norway), Lucy Kueng (Reuters Institute, University of Oxford, UK)	How Does the Plumbing Work? Understanding the Network-flow Model behind Netflix and Other Streaming Video Services
14:30-14:45	Jonas Tana (Arcada University of Applied Sciences, Finland), Emil Eirola (Arcada University of Applied Sciences, Finland), Mats Nylund (Arcada University of Applied Sciences, Finland)	When is Prime-time in Streaming Media Platforms and Video-on-demands Services? New Media Consumption Patterns and Real-Time Economy

14:45-15:00	Juliane Lischka (University of Zurich, Switzerland)	Forces in Social Media News Making
15:00-15:15	Łukasz Przybysz (University of Warsaw, Poland)	Dieselgate in Official Volkswagen Facebook, Twitter and YouTube Communication in the USA, Germany and Poland
15:15-15:30	Discussion	

2.3 Journalism

Thursday June 14, 14:00-15:30

Room 264

Chair: Päivi Maijanen (Lappeenranta University of Technology, Finland)

14:00-14:15	Stefanie Sirén-Heikel, Carl-Gustav Lindén, Leo Leppänen (University of Helsinki, Finland)	Creating New Affordances with Automated Journalism
14:15-14:30	Carl-Gustav Lindén (University of Helsinki, Finland), Katja Lehtisaari (University of Helsinki, Finland), Mikko Villi (University of Jyväskylä, Finland), Mikko Grönlund (University of Turku, Finland), Bozena Mierzejewska (Fordham University, USA), Robert Picard (Reuters Institute, University of Oxford, UK), Axel Roepnack (Fordham University, USA)	Engagement Without Passion? An Evolving Business Model for Journalism in the Digital Age Funded by Audience Revenues
14:30-14:45	Matthias Mack, Stephanie Kienzler (Johannes Gutenberg University Mainz, Germany)	Consumer Attitudes towards Immersive Journalism
14:45-15:00	Agnieszka Węglińska, Sylwia Siekierka (University of Lower Silesia, Poland)	Future Media Worker – Media Management, Journalism and Marketing in the Age of Big Data
15:00-15:15	Mateusz Patera (University of Warsaw, Poland)	Opinions Shaped by Images. The Role of Photographs in Press Articles Regarding the Crimea Conflict
15:15-15:30	Discussion	

2.4 Media Platforms and ICT

Thursday June 14, 14:00-15:30

Room 315

Chair: Włodzimierz Gogolek (University of Warsaw, Poland)

14:00-14:15	Tom Evens (Ghent University, Belgium)	Structural Power of Video Distribution Platforms: Who's to Win the Rat Race?
14:15-14:30	Philipp Bachmann (University of Zurich, Switzerland), Isabelle Krebs (University of Zurich, Switzerland), Jonas Schwab (University of Zurich, Switzerland)	"Let's get started" – Chatbots as a New Instrument of Media Management
14:30-14:45	Stephan Böhm (RheinMain University of Applied Sciences, Germany)	Behind the Scenes: Behavioral Tracking and Personalization Strategies of German News App Providers
14:45-15:00	Harald Gerhard Rau (Ostfalia University of Applied Sciences, Germany), Annika Ehlers (Ostfalia University of Applied Sciences, Germany)	Context Related Information in Mobile News. A Study on the Adoption of Localization Technology by Legacy Media Organizations
15:00-15:15	Justin Reichelt (Berlin University of Applied Sciences, Germany), Ingo Knuth (Berlin University of Applied Sciences, Germany), Thomas Petzold (Berlin University of Applied Sciences, Germany)	The Impact of Opinion Leadership on Technology Acceptance and Use of Online Services Among Solver Surfers
15:15-15:30	Discussion	

2.5 Broadcasting

Thursday June 14, 14:00-15:30

Room 264

Chair: Henry Loeser (Tallinn University, Estonia)

14:00-14:15	Monica Herrero (University of Navarra, Spain), Ulla-Maija Mylly (University of Turku, Finland)	European Broadcasters and End User's Perspective on EU Digital Single Market
14:15-14:30	Paul Clemens Murschetz (Alpen-Adria-Universität Klagenfurt, Austria), Sven-Ove Horst (Erasmus University Rotterdam, the Netherlands), Mike Friedrichsen (Stuttgart Media University, Germany)	Datafying Broadcasting: Exploring the Role of Big Data for TV Broadcasting and Its Implications for Policy-Making in a Big Data-Driven TV Ecosystem. The Case of the European Broadcasting Union (EBU)

14:30-14:45	Marcel Verhoeven (University of Zurich, Switzerland)	Societal Relevance as Success Factor of TV Series: A Comparison of the Creators' Perspectives Across Nine European Countries
14:45-15:00	Nur Kareelawati Abd Karim, Sami Salama Hussein Hajjaj (Universiti Sains Islam Malaysia, Malaysia)	"Coming to Terms with the Robot": Acceptance Process of Innovative Technology in Television Industry
15:00-15:15	Jean K. Chalaby (City, University of London, UK)	Value Chain Modularity and Supplier Strategy: The Case of the Media Delivery GVC in IP-based Broadcasting
15:15-15:30	Discussion	

Parallel sessions 3

3.1 Big Data

Thursday June 14, 16:00-17:00

Room 316

Chair: Sabine Baumann (Jade University of Applied Sciences, Germany)

16:00-16:15	Włodzimierz Gogołek (University of Warsaw, Poland)	Refining Big Data. The New Source of Information
16:15-16:30	Sabine Baumann (Jade University of Applied Sciences, Germany)	Big Data, AI, and Predictive Analytics: Are They Just Buzzwords or Hopeful Bearers of New Media Business Models?
16:30-16:45	Sara Leckner (Malmö University, Sweden)	Challenges of Corporate Collection of Personal Data in the Age of Big Data - A Survey of User Attitudes
16:45-17:00	Discussion	

3.2 Social Media and Generation Z

Thursday June 14, 16:00-17:00

Room 254

Chair: Juliane Lischka (University of Zurich, Switzerland)

16:00-16:15	Andrea Miconi (International University of Languages and Media, Italy)	Mediterranean Timelines. Millennials, Social Media and Public Engagement between North and South Sides
16:15-16:30	Tomasz Gackowski (University of Warsaw, Poland)	Facebook's vs Snapchat's Subgenerations: How Media Generations Differ in Using Social Media? – Empirical Approach

16:30-16:45	Castulus Kolo (Macromedia University of Applied Sciences, Germany)	The Different Shades of Social Media “Influencer” as Content Producer
16:45-17:00	Discussion	

3.3 Fake news

Thursday June 14, 16:00-17:00

Room 256

Chair: Alicja Jaskiernia (University of Warsaw, Poland)

16:00-16:15	Anita Ceglińska (University of Warsaw, Poland)	Edelman Trust Barometer 2018: Can Media Stop the Implosion of Public Trust?
16:15-16:30	Harald Gerhard Rau, Eric Spruth, Annika Ehlers (Ostfalia University of Applied Sciences, Germany)	How to Deal with Fake News? Spotlight on the German Media Policy
16:30-16:45	Dagmara Sidyk (University of Warsaw, Poland)	Watching the Watchdog. Non-Governmental Organizations in the Service of Scrutiny, Transparency and Accountability of Journalism in the “Post-truth” Era
16:45-17:00	Discussion	

3.4 Entrepreneurship

Thursday June 14, 16:00-17:00

Room 315

Chair: Lucy Kueng (Reuters Institute, University of Oxford, UK)

16:00-16:15	Sven-Ove Horst (Erasmus University Rotterdam, the Netherlands), Francisco Javier Perez Latre (University of Navarra, Spain), Rita Järventie-Thesleff (Aalto University School of Business, Finland)	Does Media Shape the Becoming of an Entrepreneur? Narrating Unfolding Identities
16:15-16:30	Christoph Klimmt (Hanover University of Music, Drama and Media, Germany), Christopher Buschow (Hanover University of Music, Drama and Media, Germany), Alexander Heimer, Daniel Possler (Hanover University of Music, Drama and Media, Germany)	Exploring the Role of Media Experiences in Entrepreneurship Motivation

16:30-16:45	Mathilde Sanders (University of Applied Sciences Utrecht, the Netherlands)	Ownership Identity and Business Models of European News Media Start-ups
16:45-17:00	Discussion	

3.5 Visual Communication

Thursday June 14, 16:00-17:00

Room 264

Chair: Tadeusz Kowalski (University of Warsaw, Poland)

16:00-16:15	Anna Jupowicz-Ginalska (University of Warsaw, Poland)	Use of AR and VR Technologies in the Covers of Printed Magazines - Case Studies
16:15-16:30	Karolina Brylska (University of Warsaw, Poland)	2013 Reform of Open Pension Funds in Stakeholder Messaging Presented in Press Coverage
16:30-16:45	Alexander Moutchnik, (RheinMain University of Applied Sciences, Germany), Megan Toth	What Makes an Internet Meme a Meme? Group Dynamics in Social Media: Masses, Acceleration Forces and Potentials. A Conceptual Framework and an Analytical Toolkit
16:45-17:00	Discussion	

Parallel sessions 4

4.1 High-tech

Friday June 15, 11:30-12:45

Room 316

Chair: Miguel Crespo (ISCTE – University Institute of Lisbon, Portugal)

11:30-11:45	John J. Oliver (Bournemouth University, UK)	Understanding Chronic Corporate Underperformance in Media-tech Firms
11:45-12:00	Aske Kammer (IT University of Copenhagen, Denmark), Helle Sjøvaag (University of Bergen, Norway), Michael Karlsson (Karlstad University, Sweden)	The Network Power of Third Party Actors in the Hyperlinked News Ecology
12:00-12:15	Thomas Petzold (Berlin University of Applied Sciences, Germany)	The Matchmaking of Knowledge Bits and Its Impact on Media Companies and Societies
12:15-12:30	Aske Kammer (IT University of Copenhagen, Denmark)	Datafication and Digital Resource Exchanges in the News Industry
12:30-12:45	Discussion	

4.2 Technology Trends

Friday June 15, 11:30-12:45

Room 254

Chair: Stephan Böhm (RheinMain University of Applied Sciences, Germany)

11:30-11:45	Rebecca Hammers, Michelle Helena Kovacs (NHTV Breda University of Applied Sciences, the Netherlands), Miruna Doicaru (NHTV Breda University of Applied Sciences, the Netherlands)	Message Framing and Different Appeals: An Experiment Using a Specific Digital Messaging Platform for Data Driven Personalization
11:45-12:00	Mohammad Hossein Mirhashemi (Allameh Tabataba'i University, Iran), Siavash Salavatian (IRIB Iran Broadcasting University, Iran)	Analyzing User's Web Search Behavior in Iran 2016 Parliamentary Election by Using Google Search Big Data
12:00-12:15	Anna Miotk (Cardinal Stefan Wyszyński University in Warsaw, Poland)	Audience Measurement in Poland – the State of Market and Technology Trends
12:15-12:30	Nabyla Daidj (Institut Mines-Télécom Business School, France), Carl Storz (Institut Mines-Télécom Business School, France)	Are Musicking and Big Data Transforming the Music Industry? The French Context
12:30-12:45	José María Alvarez Monzoncillo, Guillermo de Haro (Rey Juan Carlos University, Spain)	Entrepreneurship in the YouTubers Industry: Case Study of the MCN 2btube

4.3 Management Trends

Friday June 15, 11:30-12:45

Room 256

Chair: Mercedes Medina (University of Navarra, Spain)

11:30-11:45	Britta Gossel, Andreas Will, Julian Windscheid (Technische Universität Ilmenau, Germany)	The Influence of Technology Trends on Business Models and Value Chains of Media Companies
11:45-12:00	Maximilian Fischer, Riccardo Reith, Bettina Lis (University of Bayreuth, Germany)	Cultural Differences of Perceived Behavioral Intention to Use Mobile Payment - A Transatlantic Comparison Between Germany and the USA

12:00-12:15	Mikko Grönlund (University of Turku, Finland), Tuomas Ranti, Petteri Sinervo (University of Turku, Finland)	Digitalization and Economic Contribution of Copyright-based Industries: The Case of Finland
12:15-12:30	Päivi Maijanen (Lappeenranta University of Technology, Finland), Paavo Ritala (Lappeenranta University of Technology, Finland), Amanda Piepponen (Lappeenranta University of Technology, Finland)	What Is It Worth? The Changing Customer Value Propositions and Media Disruption
12:30-12:45	Discussion	

4.4 Media Funding

Friday June 15, 11:30-12:45

Room 315

Chair: Harald Gerhard Rau (Ostfalia University of Applied Sciences, Germany)

11:30-11:45	Barbara Brandstetter (Neu-Ulm University of Applied Sciences, Germany), Michael Fürsich (Neu-Ulm University of Applied Sciences, Germany)	Measuring the Usability of Paywalls
11:45-12:00	Mats Nylund (Arcada University of Applied Sciences, Finland)	Decentralized Media: How Blockchain Changes Media
12:00-12:15	Philipp Bachmann (University of Zurich, Switzerland)	Trust is a Good Thing, but a Blockchain is a Better One?
12:15-12:30	Monia Kouki-Block (Universität Hamburg, Germany)	Media Brand Equity on the Online Advertising Market
12:30-12:45	Discussion	

4.5 Cultural and Production Studies

Friday June 15, 11:30-12:45

Room 264

Chair: Paulo Faustino (University of Porto, Portugal)

11:30-11:45	Stephanie Kienzler (Johannes Gutenberg University Mainz, Germany), M. Bjørn von Rimscha (Johannes	Ambidexterity in Film Production Networks
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	Gutenberg University Mainz, Germany)	
11:45-12:00	Pamela Nölleke-Przybylski (Catholic University of Eichstätt-Ingolstadt, Germany)	A Paradoxical Approach to Managing Media Production as Creative Work
12:00-12:15	Andreas Baetzgen (Stuttgart Media University, Germany), Burkard Michel (Stuttgart Media University, Germany), Magdalena Ciepluch (Stuttgart Media University, Germany)	Human Resources Management as a Crucial Success Factor in the Creative and Media Industry: The New Relationship Between Artistic and Technical Professions
12:15-12:30	Andreas Baetzgen, Jörg Tropp (Stuttgart Media University, Germany)	Millennials and Snapchat: A Mystery to Many Marketers
12:30-12:45	Discussion	

Poster Session

Friday June 15, 12:45-13:30

Sala Wystawowa

Uwe Eisenbeis (Stuttgart Media University, Germany), Boris Kühnle (Stuttgart Media University, Germany)	Impact of High Technologies on Media Business Models: Scenarios and Roadmap
Kenza Lamot (University of Antwerp, Belgium)	Analyzing Audience Engagement: a Study on the Strategies and Tools of Flemish News Media to Monitor Their Public
Anne Soronen (University of Vaasa, Finland)	Time matters – Experiences of Temporality in Media Organizations
Anke Trommershausen (Magdeburg- Stendal University of Applied Sciences, Germany)	How Can Journalism in Times of Digital and Organizational Change in Media Companies and the Rising Challenge of Fake News and Non- Journalistic Information Brokers Reach up to the Normative Claim of an Independent and High Quality Journalism?