

International
Media
Management
Academic
Association



CONFERENCE IN SAN
PAOLO, BRAZIL
SEPTEMBER 2017



CONFERENCE
STUTT GART, GERMANY
SEPTEMBER 2018



NEWSLETTER Nº 5



Editor's Preface

This newsletter, the last instance, corresponds to the last four months of the year and, for this reason, it's a concentration of its contents, in a way of balance, at the annual conference of IMMAA held in the second week of September this year. I would like to take this opportunity to thank the local co-organizers for their excellent work, including launching the program, bringing together a company from academia as well as the media and critics industry, whose approaches have been converging in many areas.

In this regard, and in the forecasting logic by the local coordinator of the next annual conference (to be held between September 13 and 15, 2018, in Stuttgart Germany), we present here a brief preview of the concept and other important elements that will characterize this event. Other relevant studies of the

journal are in the field of culture and creative industries, such as media and communication, marketing, the economy of arts and culture, technology and popular culture applied to this area. We also highlight the edition of the Journal of Creative Industries and Cultural Studies – JOCIS, which is available in the area of media and creative industries. Lastly, since this newsletter also corresponds to this year's last initiative, I take the chance to thank all the members of the Council, including those who have recently joined, for all the support, collaboration and help making a very productive year (Conference, Summer School, JOCIS, Regional Seminars, among other activities that are co-organized and participated in), a reinforcement of our role as an international association in the field of media studies, with greater emphasis on teaching and knowledge sharing in the area of management, economics and public policies.

**Happy Holidays and
Excellent New Year!**

About annual IMMAA Conference in São Paulo, Brazil

The conference in Sao Paulo was dedicated to the problems of Media Sustainability, Value Creation and Public Policies.

While the range of topics addressed at the IMMAA's 2017 Annual Conference was as broad as the issues that must be addressed by managers and policy makers in media markets, the 2017 conference focused especially on the implications of disruption in media markets for management strategy and educational practice.



«This year a lot of attention has been paid to topics connected to the current changes and forecasts, the analysis of new phenomena. It is quite clear that the old economy is no longer working and the old components of business models must be adjusted. In the media economy it becomes extremely important to combine business models not only for media, but also of non-media enterprises. Many reports read out during the conference emphasized the role of creative and unexpected innovative solutions — the ability to follow the audience and the ability to master this audience in a good way,» — Professor Elena Vartanova from Moscow State University Faculty of Journalism comments on the results.

«For IMMAA members, it was a special opportunity to learn more about research and teaching initiatives related to the Brazilian and South American media industry, at a time when independent media evolve and large companies are still trying to adapt and reinvent their business strategies in response to the challenges of a new media ecosystem. For Brazilian

Sao Paulo State University and city centre



Photos from the previous IMMAA annual conference in September 2017

institutions and researchers, hosting the IMMAA 2017 conference it was also a unique opportunity to initiate and reinforce international relationships and dialogues on media management academic agenda, considering its problems and research programs, but also the need for a greater insertion of the theme in media professional education,» — Professor Francisco Rolfsen Belda, organizer of the event says.

Francisco Rolfsen Belda becomes a new IMMAA member. Congratulations!

Why become an IMMAA member?

I decided to become an IMMAA member to help develop media management studies in my country, Brazil, and particularly at Sao Paulo State University (UNESP), where we hold a graduate program on media and technology, offering master and doctoral degrees. The IMMAA academic community and its publications stand as important reference in the research of topics related to media management and economics. Thus, being connect with this group of scholars is a singular opportunity to understand the state of art in this field of work.

How was the conference in Brazil?

The organization of the 2017 IMMAA Annual Conference in Brazil was a big challenge, which has been successfully overcome through a partnership between Sao Paulo State University (UNESP) and Mackenzie Presbyterian University. It was also an special opportunity to international attendees to learn more about research and teaching initiatives related to the Brazilian and South American media industry, as well as a way to help and encourage the development of research groups dedicate to media management studies in Brazil. The conference gathered around 50 Brazilian researchers and professors from several universities and research institutions. It was an unique opportunity to initiate and reinforce international relationships and dialogues on media management academic agenda, considering its problems and research programs, but also the need for a greater insertion of the theme in media professional education.

Who am I?



Brazilian journalist, professor and researcher, with expertise in editorial management, scientific journalism and in the use of digital media and technologies for education and local development. He holds a Bachelor's degree in Journalism from the Pontifical Catholic University of Campinas, a Masters degree in Communication Sciences from the University of São Paulo (USP) and a Ph.D. in Industrial Engineering, also from USP, with the thesis "A structural model of educational content for interactive digital television". Prof. Belda is currently an

Assistant Professor at the Faculty of Architecture, Arts and Communication (FAAC), at the São Paulo State University (UNESP), where he develops teaching, management, research and community extension activities. Before joining UNESP, he was the director of a regional newspaper company in the city of Araraquara, having been responsible for the development of its

digital platform. Previously, he created a social communication agency at the Institute of Advanced Studies at USP, in São Carlos, dedicated to improve education in public schools with participatory use of digital media.

Uwe Eisenbeis – IMMAA member and organizer of the next conference

What is your link to IMMAA?



The basic idea of IMMAA is connecting people that are interested in Media Management research and teaching. I have been linked closely to IMMAA from the very beginnings of IMMAA: from the initial idea in 2002 while accompanying Chris Scholz on a research trip visiting John Lavine (in Chicago) and Eli Noam (in New York), to its official launch in 2004 in Chicago. I had the chance to assist Chris Scholz to organize and host the 2007 conference in Saarbrücken.

What about the IMMAA 2018 conference in Stuttgart?

First of all, it is a great honor for me to organize and host the IMMAA 2018 conference. Hochschule der Medien (Stuttgart Media University) is all about Media and Media Management. We do work with approximately 4.800 students in 16 media related Bachelor and 6 Master programs, covering a broad spectrum of media expertise: from printed to electronic media, from mass media and media theory to media production, from media design and journalism to making media available – covering all media sectors and the whole media value chain. I am certain that this will be the perfect environment to meet IMMAA members and friends at the next IMMAA conference.

Who am I?

After ten years as a researcher and university teacher for Media and Communications Management as well as for Strategic Management at the Institute of Chris Scholz at Saarland University, I took a break in academia and worked as a consultant in the media and publishing industry and as Industry Manager at Google. After 5 Years in the media industry, I joined Hochschule der Medien (Stuttgart Media University) in 2014 as a Professor for Media Management and Economics. Many many years ago, I studied Information Science, Business Administration and Media Psychology. My Doctoral Dissertation covers the topic of Corporate Goals and Goal Systems within the Media Industry.

Next IMMAA Conference 2018 takes place in Stuttgart, Germany

IMMAA Annual Conference 2018 will take place from September 13th to 15th at Hochschule der Medien in Stuttgart, Germany (Stuttgart Media University) represented by Prof. Dr. Uwe Eisenbeis, Professor for Media Management and Economics. The main topic of the conference will be Strategic Media Management & Media Business Models. Also there will be a special track on eSports and Media Management.



Critical dates

May 15, 2018 – Deadline for submitting abstracts and panel proposals

June 15, 2018 – Notification of abstract or panel proposal acceptance

July 15, 2018 – Deadline for second stage abstract submission for late movers (abstract acceptance depending on available places within the conference schedule/sessions)

July 15, 2018 – Deadline for reduced fee early-bird registrations

August 15, 2018 – Final registration deadline

September 13, 14 and 15, 2018 – 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 (1,500 to 2,500 words) and send to: immaa2018@mw.hdm-stuttgart.de.

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.

JOCIS's First Issue is Out

Journal of Creative Industries and Cultural Studies (JOCIS), Vol. 1 (May-August 2017) came out this summer. It is the first issue of JOCIS. The issue was guest-edited by Professor Terry Flew and Dr Paulo Faustino. Terry Flew is Assistant Dean (Research) and Professor of Media and Communication in the Creative Industries Faculty, Queensland University of Technology, Brisbane, Australia. Paulo Faustino is PhD and PostDoc at Faculty of Arts and Humanities, University of Porto; Centre for Research in Communication, Information and Digital Culture CIC Digital (Porto and Lisbon) and Columbia Institute for Tele-information (CITI), Columbia University Business School.

JOCIS invites contributions to the next issue

JOCIS is a Scientific Journal, created by MediaXXI publishing house, aimed at creative and cultural industries and studies, focused on academia but also oriented at market professionals – all those eager to stay informed and expand their knowledge.

The JOCIS invites original, unpublished, quality research articles/ case studies in the fields of creative and cultural studies for its next issue.

GENERAL TOPICS:

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;

Technology applied to Creative Industries;

Popular Culture and Culture consumerism;

Theories and Methods in Cultural Studies;

Intercultural Communication;

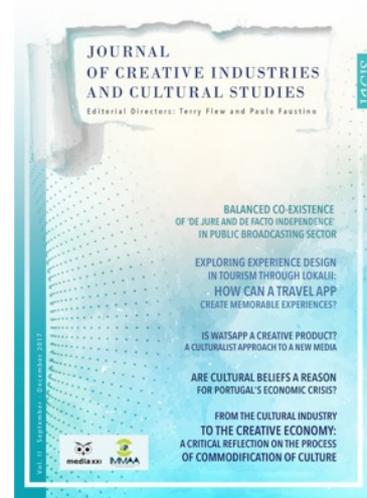
Culture, leisure and tourism;

Empowerment and development of the market in cultural and creative industries;

All papers must be submitted via email. If you would like to discuss your paper prior to submission, please refer to the given contact details. Papers will be published in English, however we accept papers in other languages and provide translation for accepted papers.

Cover letter: for every submission we kindly ask you to attach a letter confirming that all authors have agreed to the submission and that the article is not currently being considered for publication by any other journal.

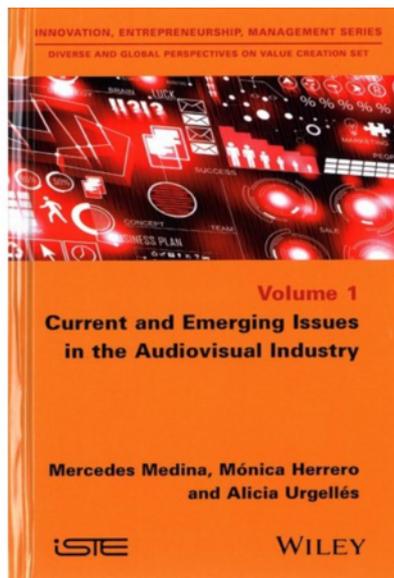
For more information, please visit the website: <http://www.mediaxxi.com/jocis>.



New Publications

Current and Emerging Issues in the Audiovisual Industry by Mercedes Medina, Mónica Herrero, Alicia Urgellés

The audiovisual industry has become more complex, and companies must become more decisive about their place in it, said Robert G. Picard in a preface to this book by Mercedes Medina, Monica Herrero and Alicia Urgelles. To mention some cases, there is an extensive analysis of the Netflix effect on business models of traditional broadcasters; the sustainability of the European public service broadcasting; the study of financial and economic difficulties of maintaining RTVE, Spanish public television corporation, and implications for the government. This monograph focuses on the challenges of competition in television broadcasting markets. Following the



content-is-king debate, the discussion goes about the chances of high-quality content to remain in small media markets.

Innovation Policies in the European News Media Industry: A Comparative Study

The chapter on Market Structure and Innovation Policies in Portugal by Paulo Faustino, pp. 161-175.

Paulo Faustino argues that the innovation policy for the news media industry in Portugal needs change. Media companies did not have access to state economic support programs, unlike other sectors, following the adverse situation the country has gone through since 2010. At the same time, the level of concentration in all news media markets in Portugal is high. “Only a few diversified media companies are dominating the markets. These companies follow

a strategy of consolidation in the domestic markets and an international strategy to grow in overseas markets.” (Faustino, 2017, p. 161)

The chapter on Market Structure and Innovation Policies in Spain by Mercedes Medina, Francisco Pérez-Latre, Alfonso Sánchez-Taberner, Carolina Díaz-Espina, pp. 177-190.

The authors argue that “Spain lacks a coherent innovation and entrepreneurship policy” in the media sector. As opposed to conventional approach to this problem centred on salary rise and the need for improvements in hiring policies, this chapter speaks in favour of another method. This method is to grow media labs and city media clusters and support initiatives to improve the formation of talent able to navigate new market realities. In this sense, Spanish example can be of great use for other national markets too.



Beyond the mogul: From media conglomerates to portfolio media (2017) by Eli Noam

Journalism, pp. 1-35. <https://doi.org/10.1177/1464884917725941>

This article by Eli Noam of Columbia University focuses on the media assets of non-media companies and argues that there are different incentives for media ownership in developed and developing countries. As Noam stresses in his paper (2017), “media in the former would be significantly more captured through the seekers of personal influence and conglomerate synergies, while media in the latter are subject to professional investors imperatives of profitability, growth, predictability, and fit into portfolio diversification” (p. 1). The author provided details of media asset acquisition by non-media actors in the following national markets: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Egypt, Finland, France, India, Indonesia, Ireland, Israel, Italy, Japan, Mexico, Russia, South Korea, Sweden, Switzerland, Taiwan, Turkey, United Kingdom and United States. The findings of this fact-based paper will be of use for researchers and policymakers in the fields of media concentration, media ownership and foreign ownership.

Evaluating Strategic Approaches to Competitive Displacement: The Case of the US Newspaper Industry (2017) by Bozena I Mierzejewska, Dobin Yim, Philip M Napoli, Henry C Lucas Jr, Abrar Al-Hasan

Journal of Media Economics, 30, (1), pp. 19-30.

This article by a group of authors observes media evolution and, in particular, US newspapers' strategic responses to the rise of Internet platform. Longitudinal dataset consists of 20 years of newspaper circulation data and online presence, Internet penetration rates, characteristics of local markets and data on newspaper staffing, content variety and ad rates. The study revealed that "[...] for legacy media to remain viable, they are likely better off seeking to differentiate themselves from the new medium, rather than seeking to emulate its core characteristics" (Mierzejewska et al., 2017).

The transformation of the academic publishing market: multiple perspectives on innovation by Diego Ponte, Bozena I Mierzejewska, Stefan Klein

Electronic Markets, 27 (2), pp. 97-100.

Diego Ponte, Bozena Mierzejewska and Stefan Klein guest-edited special issue on supply chains and value creation in the academic publishing market. In a preface to the issue, they highlighted that the patterns of production and use of academic literature are changing due to innovations triggered by digital transformation. The rise of a whole range of new publishing services such as Google Scholar, ResearchGate, Academia.edu and others, ironically leads to the increasing concentration and market power of incumbent publishing houses. Moreover, despite efforts to promote open-access, authors are still inclined to publish in the high-rank journals due to more extensive repositories and higher reputation of these journals.

The Newsletter was created by the IMMAA under the auspices of the Lomonosov Moscow University Faculty of Journalism and Media XXI Publishing&Consulting.

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