



**13 DE MAIO** [MANHÃ / MORNING]

**> CONFERÊNCIA DE ABERTURA / OPENING CONFERENCE**

9h -10h30 / 09-10:30AM

PANORAMA DA MÍDIA NO BRASIL / BRAZILIAN MEDIA LANDSCAPE

Rosental Calmon Alves (University of Texas, Austin)

COORDENAÇÃO / COORDINATOR: Robert Picard (University of Oxford)

**> SESSÕES DE APRESENTAÇÃO DE PAPERS / PRESENTATION OF SELECTED PAPERS**

**13 DE MAIO** [TARDE / AFTERNOON]

**INDÚSTRIAS DE MÍDIA NO MUNDO CONTEMPORÂNEO / MEDIA INDUSTRIES IN THE CONTEMPORARY WORLD**

SESSÃO 1 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Robert Picard (University of Oxford)

DYNAMIC COMPETITION AND AMBIDEXTERITY IN THE CREATIVE INDUSTRIES

Hermanus Lourens Van Kranenburg, Gerrit Willem Ziggers (Radboud University Nijmegen, Netherlands)

SANCTIONS AND CRISIS: A STUDY OF THE TRANSLATION INDUSTRY IN CONTEMPORARY IRAN

Mehrnaz Rahimi, Kent Wilkinson (Texas Tech University, USA)

BRAZILIAN MEDIA INDUSTRIES: ELEMENTS FOR AN ECONOMIC/GEOGRAPHIC STUDY

Jacqueline da Silva Deolindo (Rio de Janeiro State University)

**GEOGRAFIA, ECONOMIA E GESTÃO DE MÍDIA / GEOGRAPHIES, ECONOMY, AND MEDIA MANAGEMENT**

SESSÃO 1 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Maria José Baldessar (Federal University of Santa Catarina)

CORPORATE GOALS OF MEDIA COMPANIES: AN EMPIRICAL ANALYSIS OF SHAREHOLDERS' LETTERS IN SPAIN AND LATIN AMERICAN COUNTRIES

Maria F. Arango-Kure (La Sabana University, Colombia), Christopher Buschow, M.A. (Hanover University of Music, Drama and Media, Germany), Christian-Mathias Wellbrock (University of Hamburg, Germany)

THE FADO, THE RECORDING INDUSTRY, AND THE MEDIA IN PORTUGAL

Ricardo Nicolay de Souza (Rio de Janeiro State University)

THE IMPACT OF THE FINANCIAL CRISIS ON EUROPEAN MEDIA

Terzis Georgios (Vesalius College and Vrije Universiteit Brussel, Belgium)

REGIONAL DISPARITIES IN DEVELOPMENT OF MEDIA IN RUSSIA: BUILDING-UP A METHODOLOGY

Ilya Kiria, Olga Dovbysh (National Research University – Higher School of Economics, Russia)

THE THEORY OF THE TWO CIRCUITS OF URBAN ECONOMY AND CONTEMPORARY MEDIA

Paulo Celso da Silva (University of Sorocaba, Brazil)

**AS CIDADES E AS INDÚSTRIAS DE MÍDIA / THE CITIES AND THE MEDIA INDUSTRIES**

SESSÃO 1 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Cristobal Benavides Almarza (Universidad de los Andes)

LAUNCHING FINLAND'S MEDIAPOLIS: BUILDING A CREATIVE NETWORK OR DEVELOPING A REAL ESTATE PROJECT?

Sari Virta, Gregory Ferrell Lowe (University of Tampere)

EFFECT OF COMMUNICATION SATISFACTION ON REPURCHASE INTENTION : FOCUSING ON E-COMMERCE TRADE

Jin-Sup Kim, Byeng-Hee Chang, Sang-Hyun Nam, Hun Kim (Sungkyunkwan University, South Korea)

FILM INDUSTRY ATTRACTION: A CLUSTERING STRATEGY FOR REGIONAL DEVELOPMENT?

Abelardo Medel, Britta Gossel (Ilmenau University of Technology, Germany)



**BLAME IT ON THE SIMPSONS: THE SENSES ASSIGNED TO THE CITY OF RIO DE JANEIRO IN THE EYES OF HYPER-AMERICAN IRONY**  
Ana Teresa Gotardo (Rio de Janeiro State University)

**MEGA EVENTS AND DEMONSTRATIONS IN RIO DE JANEIRO: TWO SIDES OF THE SAME CITY**  
Ricardo Ferreira Freitas, Flávio Lins, Maria Helena Carmo dos Santos (Rio de Janeiro State University)

## **PROCESSOS DE INTERPRETAÇÃO E CONSUMO DE MÍDIA / MEDIA CONSUMPTION AND INTERPRETATION PROCESSES**

SESSÃO 1 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Mart M.Ots (Jönköping University)

**THE ECONOMICS OF AMBUSH MARKETING**  
Maryam Hajjalibeigi, Oliver Budzinsky (Ilmenau University of Technology, Germany)

**CONNECTED TV IN SPAIN: CONTENTS AND SCREENS**  
Enrique Guerrero, Patricia Diego, Cristina Etayo (University of Navarra, Spain)

**SOCIAL TELEVISION VIEWING WITH SECOND SCREEN PLATFORMS: ANTECEDENTS AND CONSEQUENCES**  
Miao Guo, Michael Holmes (Ball State University, USA)

**AN EXPLORATORY RESEARCH ON PERSONALITY AS AN ANTECEDENT OF TELEVISION PROGRAM SELECTION: THE CHILEAN YOUNG ADULTS CASE**  
David Kimber C., Cristóbal Benavides A., Ricardo Leiva S. (Universidad de los Andes, Chile)

## **INOVAÇÃO, ESTRATÉGIAS E MODELOS DE NEGÓCIO DE MÍDIA / MEDIA BUSINESS INNOVATION, STRATEGIES AND MODELS**

SESSÃO 1 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Kenton T. Wilkinson (Texas Tech University)

**INNOVATION THEORY, STRATEGIES AND BUSINESS MODELS IN PUBLISHING MARKETS: THE CASE OF PAULA EDICIONES IN CHILE**  
Francisco J. Pérez-Latre (University of Navarra, Spain), Cristóbal Benavides (University of Andes, Chile)

**EXPLORING THE FACTORS AFFECTING OVER-THE-TOP (OTT) DIFFUSION: A CROSS-COUNTRY STUDY**  
Kyung-Ho Hwang (Sungkyunkwan University, South Korea), Sylvia M. Chan-Olmsted (University of Florida, USA), Sang-Hyun Nam (Sungkyunkwan University, South Korea), Byeng-Hee Chang (Sungkyunkwan University, South Korea)

**THE ONLINE CASUAL GAMES INDUSTRY: A MULTISIDED PLATFORM PERSPECTIVE**  
Sang Yup Lee, Steven S. Wildman (Michigan State University, USA)

**EARLY MARKET CANNIBALIZATION FROM RADICAL PRODUCT INNOVATIONS – THE CASE OF E-BOOKS**  
Edlira Shehu, Tim Protska, Michel Clement (University of Hamburg, Germany)

**MEASURING THE INFLUENCE OF THE MEDIA AND RESPONSES OF FIRMS**  
Hermanus Lourens Van Kranenburg, Cosmina Lelia Voinea (Radboud University Nijmegen, Netherlands)

## **14 DE MAIO [MANHÃ / MORNING]**

## **CONGLOMERADOS DE MÍDIA E PRODUÇÃO REGIONAL / MEDIA CONGLOMERATES AND REGIONAL PRODUCTION**

SESSÃO 1 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Angela Powers (Kansas State University)

**INTERNATIONAL MARKETING STRATEGY OF CHINESE TELEVISION PROGRAMMING**  
Jing Liu (North China University of Technology)

**INDUSTRY NEWS AND TERRITORY: THOMSON REUTERS AND THE CIRCLES OF INFORMATION IN THE BRAZILIAN TERRITORY**  
André Pasti, Adriana Maria Bernardes da Silva (Campinas State University, Brazil)

**THE CONTENT ENTRY MODE IN FOREIGN TV MARKETS. THE CASE OF TELEFE S.A.**  
Ethel Pis Diez, Fausto García (Austral University, Argentina)

**REGIONAL MEDIA IN BRAZIL: AN ANALYSIS OF MEDIA SUB SYSTEMS IN THE NORTHERN AND SOUTHERN REGIONS**  
Pâmela Araujo Pinto (Fluminense Federal University, Brazil)



## JORNALISMO E NOVAS ESTRATÉGIAS DE MÍDIA / JOURNALISM AND NEW MEDIA STRATEGIES

SESSÃO 1 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Beth Saad (University of São Paulo)

JOURNALISM RECONFIGURATION OF INTERNATIONAL NEWS AGENCIES: THE NEW LANDSCAPE OF EFE WITH THE 'DIGITAL AGE'

Isadora Ortiz de Camargo (Universidade de São Paulo, Brazil), Waldheim García Montoya (EFE Brasil, Brazil)

MANAGING CO-CREATIVE COLLABORATION IN MEDIA WORK

Nando Kristian Malmelin (Aalto University School of Business, Finland), Mikko Villi (University of Helsinki, Finland)

NEWSPAPER OWNERSHIP AND PRIORITIZATION OF DIGITAL COMPETENCES

Arne H. Krumsvik (Oslo and Akershus University College, Norway)

CONCEPTUALIZING MEDIA WORK: HUMAN-LED VS. TECHNOLOGY-LED APPROACHES

Johan Oscar Andreas Westlund (University of Gothenburg, Sweden)

THROUGH THE LOOKING CLASS: NEW TOOLS FOR JOURNALISTS USING SOCIAL MEDIA

Steve Schifferes, Nic Newman, Neil Thurman, Glenda Cooper (City University London, UK), David Corney, Ayse Goker, Carlos Martin (Robert Gordon University)

## PROCESSOS DE INTERPRETAÇÃO E CONSUMO DE MÍDIA / MEDIA CONSUMPTION AND INTERPRETATION PROCESSES

SESSÃO 2 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Mart M.Ots (Jönköping University)

UNDERSTANDING TABLET CONSUMERS: EXPLORING THE FACTORS THAT AFFECT TABLET OWNERSHIP

Sylvia Chan-Olmsted, Ronen Shay (University of Florida, USA)

ONLINE MOVIE CONSUMPTION IN SPAIN: CONTRASTING VIEWS ON AN EMERGING MARKET

Cristina Etayo, Alejandro Pardo (University of Navarra, Spain)

WHAT PRE-RELEASE SOCIAL MEDIA METRICS TELL US ABOUT THE SUCCESS OF MOVIES - ANALYSIS OF LEAD-LAG-DYNAMICS USING A LATENT GROWTH CURVE APPROACH

Felix Leopold Sattelberger (University of Jena, Germany)

ESTUDO SOBRE CONSTRUÇÃO DA IMAGEM DA CHINA E DA IMAGEM DO BRASIL A PARTIR DE ARTIGOS JORNALÍSTICOS VEICULADOS EM MÍDIA ON LINE

Fred Utsunomiya (Mackenzie University, Brazil), Mariza de Fátima Reis (Mackenzie University, Brazil), Roberval Teixeira e Silva (Macau University, China)

## INOVAÇÃO, ESTRATÉGIAS E MODELOS DE NEGÓCIO DE MÍDIA / MEDIA BUSINESS INNOVATION, STRATEGIES AND MODELS

SESSÃO 2 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Paulo Faustino (Universidade do Porto / CIMJ)

VICARIOUS AND EXPERIENTIAL LEARNING IN A DIGITAL HABITAT - TRADITIONAL MEDIA ORGANIZATIONS DEVELOP ROUTINES TO ENGAGE WITH PRODUCTIVE AUDIENCES

Patrik Wikstrom (Queensland University of Technology, Australia)

MEDIA INDUSTRY DYNAMICS: COMPETITIVE AND FLEXIBLE COMPANY STRUCTURES USING CONCURRENT SOURCING

Thomas Mejtoft (Umeå University, Sweden)

IMPROVING DECISION-MAKING WITH A MEDIA-SPECIFIC BALANCED SCORECARD

Reinhard Kunz, Johannes Siebert, Joschka Mütterlein (University of Bayreuth, Germany)

FACTORS AFFECTING CABLE TELEVISION CHURN FROM 2003-2013: ASSESSING THE IMPORTANCE OF ADVANCED CABLE TELEVISION SERVICES

Ronen Shay, (University of Florida, USA)

VALUE CREATION OF DATA-DRIVEN JOURNALISM

Felipe Rodrigues Grandin (Rio de Janeiro State University)

## INDÚSTRIAS DE MÍDIA NO MUNDO CONTEMPORÂNEO / MEDIA INDUSTRIES IN THE CONTEMPORARY WORLD

SESSÃO 2 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Giuseppe Richeri (Università della Svizzera Italiana)

CULTURALLY-BIASED VOTING IN THE EUROVISION SONG CONTEST: DO NATIONAL CONTESTS DIFFER?

Oliver Budzinski, Julia Pannicke (Ilmenau University of Technology, Germany)

ROCK IN RIO: THE BRAND IN THE HEART OF BRAZIL

Flávio Lins (Rio de Janeiro State University, Brazil)



INFORMATION SYSTEMS & MANAGEMENT RESEARCH IN MEDIA INDUSTRIES

Artur Lugmayr (Tampere University of Technology, Finland)

SPANISH CINEMA CONSUMPTION: FEWER FILMS, MORE SCREENS

José María Álvarez Monzoncillo, Javier López Villanueva (Rey Juan Carlos University, Spain)

## 14 DE MAIO [TARDE / AFTERNOON ]

### GEOGRAFIA, ECONOMIA E GESTÃO DE MÍDIA / GEOGRAPHIES, ECONOMY, AND MEDIA MANAGEMENT

SESSÃO 2 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Hans van Kranenburg (Radboud University Nijmegen)

THE THEORY OF THE TWO CIRCUITS OF URBAN ECONOMY AND CONTEMPORARY MEDIA

Paulo Celso da Silva (University of Sorocaba, Brazil)

TRANSNATIONAL MEDIA MANAGEMENT: WESTERN NEWS ORGANIZATIONS' WEB OPERATIONS IN CHINA

Hsiang Iris Chyi, Angela M. Lee (The University of Texas at Austin, USA)

THE ROLE OF KNOWLEDGE TRANSFER AND HUMAN RESOURCE MANAGEMENT FOR INTERNATIONAL DIVERSIFICATION STRATEGIES IN TRANSNATIONAL MEDIA FIRMS

Cinzia Dal Zotto, Giulia Spolaor (University of Neuchatel, Switzerland)

FACTORS AFFECTING THE DIFFUSION OF IPTV: A CROSS-COUNTRY LONGITUDINAL STUDY

Sang-Hyun Nam (Sungkyunkwan University, South Korea), Sylvia M. Chan-Olmsted (University of Florida, USA), Kyung-Ho Hwang (Sungkyunkwan University, South Korea), Byeng-Hee Chang (Sungkyunkwan University, South Korea)

### POLÍTICAS PÚBLICAS E REGULAÇÃO DE MÍDIA / PUBLIC POLICIES AND MEDIA REGULATION

SESSÃO 1 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Steven Wildman (Michigan State University)

THE BRANCHED VALUE CHAIN OF AUDIOVISUAL: AN ANALYTICAL TOOL FOR AUDIOVISUAL SECTOR ECONOMIC STUDIES

Alex Patez Galvão (National Cinema Agency, Brazil)

THE FUTURE OF MULTICHANNEL VIDEO DISTRIBUTION IN THE U.S.: BUNDLING VS. A LA CARTE, A THEORETICAL EXAMINATION OF MARKETING AND PRICING OPTIONS

Benjamin J. Bates (University of Tennessee, USA)

THE MAGNITUDE AND POLITICAL JUSTIFICATION OF VAT AS AN INDIRECT MEDIA SUBSIDY: A THREE COUNTRY COMPARISON

Mart Mikael Ots (Jönköping International Business School, Sweden), Marko Ala-Fossi (University of Tampere, Finland), Arne H. Krumsvik (Oslo and Akershus University College, Norway), Pernilla Rendahl (Gothenburg University, Sweden), Esa Reunanen (University of Tampere, Finland)

POLICY NETWORKS AND MEDIA ADVANCEMENT

Ivory Mills (Northwestern University, USA)

### CONGLOMERADOS DE MÍDIA E PRODUÇÃO REGIONAL / MEDIA CONGLOMERATES AND REGIONAL PRODUCTION

SESSÃO 2 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Sonia Virgínia Moreira (Rio de Janeiro State University)

SURVIVAL STRATEGIES OF NEWSPAPER COMPANIES

Angela Powers (Kansas State University)

HOW LOCAL MEDIA CREATED EUROPE'S RICHEST POLITICAL PARTY

Christoffer Rydland (Stockholm School of Economics, Sweden)

SOCIAL AND GEOGRAPHIC CHANGES IN REGIONAL TV NEWS PROGRAMMES – THE CASE OF THE GRUPO PARANAENSE DE COMUNICAÇÃO (GRPCOM)

Emerson dos Santos Dias (Rio de Janeiro State University and Londrina State University, Brazil)

OFFLINE AND ONLINE PRESS CONCENTRATION, MARKET AND PLURALISM IN PORTUGAL

Paulo Faustino (Nova University of Lisbon, Portugal)

THE HUGENBERG MODEL: MEDIA CONGLOMERATES AND BRAZILIAN NEWS AGENCIES

Pedro Aguiar Lopes de Abreu (Rio de Janeiro State University)

THE MARKET FOR MOVIES ON PAY TV: A PRELIMINARY ANALYSIS OF THE BRAZILIAN PRODUCT

Thiago Nogueira Carvalho



## PROCESSOS DE INTERPRETAÇÃO E DE CONSUMO DE MÍDIA / MEDIA CONSUMPTION AND INTERPRETATION PROCESSES

SESSÃO 3 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Gregory Lowe (University of Tampere)

U.S. HISPANIC BILINGUALS: A QUALITATIVE ANALYSIS OF LANGUAGE, GENRE, AND VIEWER MOTIVATIONS

Amy Jo Coffey (University of Florida, USA)

INTRODUCING THREE DIMENSIONS OF AUDIENCE'S FRAGMENTATION

Germán Arango-Forero, Sergio Roncallo-Dow (Universidad de La Sabana, Colombia)

BRAZIL - The WOKE GIANT: ANALYSIS OF THE ADVERTISING CAMPAIGN 'KEEP WALKING' AND THE STREET DEMONSTRATIONS IN BRAZIL

Elizabeth de Menezes Rocha (Paulista University, Brazil)

FROM FRANCO MONTORO INTERNATIONAL AIRPORT TO GRU AIRPORT: THE IMPORTANCE OF COMMUNICATION PLANNING IN THE SUCCESS OF THE NEW CONCESSION

Nicolau Jose Carvalho Maranini (Concessionária ViaRio S.A., Brazil)

## INOVAÇÃO, ESTRATÉGIAS E MODELOS DE NEGÓCIO DE MÍDIA / MEDIA BUSINESS INNOVATION, STRATEGIES AND MODELS

SESSÃO 3 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Bozena Mierzejewska (Fordham University)

PRODUCT INNOVATION AND DESIGN: GAME CHANGING STRATEGIES THAT HAVE TRANSFORMED THE COMMUNICATION INDUSTRY

Richard A Gershon (Western Michigan University, USA)

VIDEO ON DEMAND: A NEW FRONTIER FOR THE TELEVISION INDUSTRY. THE CASE OF ITALY

Benedetta Prario, Giuseppe Richeri (Università della Svizzera italiana, Italy)

AN ORGANIZATIONAL INNOVATION TURN TOWARD BIG DATA? - THE 4A MATRIX, MAPPING HOW ACTORS, ACTANTS, AND AUDIENCES SHAPE MEDIA ACTIVITIES

Johan Oscar Andreas Westlund (University of Gothenburg, Germany), Seth C. Lewis (University of Minnesota, USA)

PLATFORM STRATEGIES IN THE E-BOOK MARKET

Katharina Hölck, Valérie-Anne Bleyen, Pieter Ballon (Vrije Universiteit Brussel, Belgium)

CROWDFUNDING IN BRAZIL: SETTING A MEDIA CHANNEL OR A SIMPLE ECONOMIC MODE?

Guilherme Dias Felitti (Pontifícia Universidade Católica de São Paulo, Brazil), Elizabeth Saad Corrêa (Universidade de São Paulo, Brazil)

MEASURING THE INFLUENCE OF THE MEDIA AND RESPONSES OF FIRMS

Hermanus Lourens Van Kranenburg, Cosmina Lelia Voinea (Radboud University Nijmegen, Netherlands)

## 15 DE MAIO [MANHÃ / MORNING]

### GEOGRAFIA, ECONOMIA E GESTÃO DE MÍDIA / GEOGRAPHIES, ECONOMY, AND MEDIA MANAGEMENT

SESSÃO 3 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Hans van Kranenburg (Radboud University Nijmegen)

INNOVATION AND TECHNOLOGICAL PARKS IN BRAZIL: THE USE OF JOURNALISM BY INNOVATIVE ECOSYSTEMS (2009-2013)

José Ricardo Manini (Campinas State University, Brazil)

CO-EVOLUTION OF NATIONAL MEDIA INDUSTRIES AND ECONOMIC DEVELOPMENT?

Castulus Kolo (Macromedia University of Applied Sciences, Germany)

THE GEOGRAPHIES OF TELEVISION FORMATS

Mats Nylund (Arcada - University of Applied Sciences, Finland)

THE TRANSNATIONAL SPREAD OF TURKISH TELEVISION SOAP OPERAS

Serpil Karlıdağ (Başkent University, Turkey), Dr. Selda Bulut (Gazi University, Sweden)

### JORNALISMO E NOVAS ESTRATÉGIAS DE MÍDIA / JOURNALISM AND NEW MEDIA STRATEGIES

SESSÃO 2 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Beth Saad (University of São Paulo)



WEBTV FOR PRINTED NEWS? A FIT-VIABILITY PERSPECTIVE ON ADOPTION OF WEBTV TECHNOLOGY IN REGIONAL NEWS PUBLISHING IN GERMANY  
Paul Murschetz (University of Salzburg, Austria), Mike Friedrichsen (Stuttgart Media University, Germany)

MOBILE NEWS UPTAKE AND ITS DISPLACING- AND COMPLEMENTARY EFFECTS ON PRINT- AND ONLINE NEWS  
Johan Oscar Andreas Westlund, Mathias A. Färdigh (University of Gothenburg, Sweden)

PAYING FOR LOCAL ONLINE NEWSPAPERS: AN ANALYSIS ON PAYING INTENT, PRICE ELASTICITY OF DEMAND, AND PREDICTORS OF PAYING INTENT  
Mengchieh Jacie Yang (Texas State University, USA)

THE IMAGINED READER OF POPULAR MAGAZINES IN BRAZIL: A CASE STUDY OF ANA MARIA AND VIVA! MAIS  
Bruna Rodrigues (Rio de Janeiro State University, Brasil), Leonardo Schabbach (Rio de Janeiro Federal University, Brazil)

LINKING THEORY AND PRACTICE: CHANGING THE APPROACH OF MEDIA AND JOURNALISM RESEARCH  
Leon Barkho (Jönköping University, Sweden)

## **INOVAÇÃO, ESTRATÉGIAS E MODELOS DE NEGÓCIO DE MÍDIA / MEDIA BUSINESS INNOVATION, STRATEGIES AND MODELS**

SESSÃO 4 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Arne Krumsvik (Oslo and Akershus University)

PUTTING THE THEORY OF THE BUSINESS TO THE TEST: PRACTICAL EVIDENCE FROM THE MEDIA INDUSTRY  
Normand Turgeon (École des Hautes Études commerciales de Montréal, Canada)

ACCEPTING OR FIGHTING PIRACY - CAN FIRMS REDUCE PIRACY BY OPTIMIZING THEIR TIMING AND PRICING STRATEGIES?  
Alexa B. Burmester (University of Hamburg, Germany), Michel Clement (University of Hamburg, Germany), Felix Eggers (University of Groningen, Netherlands), Tim Prostka (University of Hamburg, Germany)

RESEARCH ON CONVERGENCE TOWARDS SMART TV BROADCASTING – THE SPANISH CASE  
Mercedes Medina, Mónica Herrero, Enrique Guerrero (Navarra University, Spain)

MEDIA CONCENTRATION IN SPAIN (1984-2012)  
Juan P. Artero, University of Zaragoza, Alfonso Sánchez-Taberner, University of Navarra, Francisco J. Perez-Lavre (University of Navarra, Spain)

## **PROCESSOS DE INTERPRETAÇÃO E DE CONSUMO DE MÍDIA / MEDIA CONSUMPTION AND INTERPRETATION PROCESSES**

SESSÃO 4 | 9h-10h30 / 09-10:30AM

COORDENAÇÃO / COORDINATOR: Angela Powers (Kansas State University)

SHARING MEDIA CONTENT IN THE SOCIAL MEDIA ENVIRONMENT: THE CHALLENGES AND OPPORTUNITIES OF UDC (USER-DISTRIBUTED CONTENT)  
Mikko Villi (University Lecturer), José-Manuel Noguera-Vivo (Universidad Católica San Antonio, Spain), Nóra Nyirő (Corvinus University of Budapest, Hungary)

CONVERGENCE IN THE DIGITAL ERA – THE NEW VISUAL AESTHETICS OF INTERACTIVITY  
Cristiane Fontinha Miranda, Maria José Baldessar (Federal University of Santa Catarina, Brazil)

MAKING GLOBAL AUDIENCES FOR A HOLLYWOOD 'BLOCKBUSTER': MARKETABILITY, PLAYABILITY, AND THE HOBBIT: AN UNEXPECTED JOURNEY (2012)  
Charles H. Davis (Ryerson University, Toronto, Canada), Carolyn Michelle, Ann Hardy, Craig Hight (University of Waikato, New Zealand)

DEEP TRANSFORMATION OF CHINA'S TV PLAY INDUSTRY BOOSTED BY MEDIA CONVERGENCE  
Zhou Ying (Development and Research Center of Central Television Station of China)

## **15 DE MAIO [TARDE / AFTERNOON]**

### **INDÚSTRIAS DE MÍDIA NO MUNDO CONTEMPORÂNEO / MEDIA INDUSTRIES IN THE CONTEMPORARY WORLD**

SESSÃO 3 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Giuseppe Richeri (Università della Svizzera Italiana)

THE CHANGE IN THE TURKISH MUSIC INDUSTRY AFTER THE DIGITALIZATION  
Kenan Atesgoz (Anadolu University, Turkey)

THE CONTRIBUTION OF INNOVATION ON ARTS ORGANIZATIONS  
George Tsourvakas, Prodromos Monastiridis, Paraskevi Dekoulou (Aristotle University of Thessaloniki, Greece)

INTERNET AND CULTURAL INDUSTRIES: A NEW LOOK OVER THE AUDIENCE  
Karla Azeredo Ribeiro Marinho (Rio de Janeiro State University)





## GEOGRAFIA, ECONOMIA E GESTÃO DE MÍDIA / GEOGRAPHIES, ECONOMY, AND MEDIA MANAGEMENT

SESSÃO 4 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Sylvia Chan-Olmsted (University of Florida)

MEDIA CONCENTRATION IN BRAZIL

Eula Dantas Taveira Cabral (Rio de Janeiro State University)

LA CIUDAD DE LA LUZ IS TURNED OFF: THE IMPOSSIBLE DREAM OF THE MOST PROMISING FILM STUDIO IN SPAIN

Alejandro Pardo (University of Navarra, Spain)

SEARCH ADVERTISING: IS THERE A FEEDBACK EFFECT?

W. Wayne Fu (Nanyang Technological University, Singapore), Carol Y. Ting (University of Macau, China), Steven S. Wildman (Michigan State University, USA)

GETTING A FOOT IN NEW MARKETS: A CASE STUDY OF TELEVISION MANAGEMENT AND PROGRAMMING STRATEGIES FOR SOCCER IN THE UNITED STATES

Geoffrey Michael Graybeal, Katie Penkert, (Texas Tech University, USA)

## POLÍTICAS PÚBLICAS E REGULAÇÃO DE MÍDIA / PUBLIC POLICIES AND MEDIA REGULATION

SESSÃO 2 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Gregory Lowe (University of Tampere)

REGIONAL DISPARITIES IN NEWSPAPER MARKET CONCENTRATION AND HOUSEHOLD COVERAGE

Mikko Sakari Grönlund (University of Turku, Finland), Tom Björkroth (Finnish Competition and Consumer Authority, Finland)

AUTHORIZED COMMUNITY RADIOS: MANAGEMENT, PRACTICE AND CONCEPTS

Cláudia Regina Lahni (Rio de Janeiro State University / Juiz de Fora Federal University, Brazil)

INVESTIGATING A SUSTAINABLE MODEL FOR IMPLEMENTING COMMUNITY TELEVISION IN SOUTH AFRICA

Howard Thomas, Johanna Mavhungu (Rhodes University, South Africa)

## INOVAÇÃO, ESTRATÉGIAS E MODELOS DE NEGÓCIO DE MÍDIA / MEDIA BUSINESS INNOVATION, STRATEGIES AND MODELS

SESSÃO 5 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Paulo Faustino (Universidade do Porto / CIMJ)

THE PLATFORMISATION OF THE AUDIOVISUAL INDUSTRY

Pieter Ballon (Free University of Brussels, Belgium), Tom Evens (Ghent University, Belgium)

GOING OVER THE TOP: AN ECONOMIC STUDY OF THE RISE OF OTT VIDEO SERVICES

Laurie Thomas Lee (University of Nebraska-Lincoln, USA)

A BUSINESS MODEL FOR SERVICE JOURNALISM BASED ON ECOMMERCE OPERATIONS

Francisco Rolfsen Belda (Paulista State University, Brazil)

"MEDIA DIVERGENCE-CONVERGENCE" – AN ECONOMIC, SOCIAL PHENOMENON, AND TECHNOLOGY PERSPECTIVE

Artur Lugmayr (Tampere University of Technology, Finland), Cinzia Dal Zotto (University of Neuchatel, Switzerland)

## INOVAÇÃO, ESTRATÉGIAS E MODELOS DE NEGÓCIO DE MÍDIA / MEDIA BUSINESS INNOVATION, STRATEGIES AND MODELS

SESSÃO 6 | 14h-15h30 / 02-03:30PM

COORDENAÇÃO / COORDINATOR: Bozena Mierzejewska (Fordham University)

THE TRANSFORMATION OF THE BUSINESS MODEL OF A JOURNALISTIC PRODUCT: THE CASE OF A FEMININE SUPPLEMENT IN BRAZIL

Eduardo Lorea (Rio Grande do Sul Federal University, Brazil)

THE IMPACT OF PUBLICITY AND ADVERTISING ON THE SUCCESS OF MEDIA PRODUCTS

Alexa B. Burmester (University of Hamburg, Germany), Jan U. Becker (Kuehne Logistics University, Germany), Michel Clement (University of Hamburg, Germany), Harald van Heerde (Massey University, New Zealand)

POWER OVER CONTENT – THE REAL RATIONALE BEHIND THE WAR ON INTERNATIONAL MUSIC FILE SHARING

Johannes Schwarze (University of Hamburg, Germany)

IS THE MUSEUM A PLACE FOR TELEVISION?

Renata Andreoni, Victor Márcio Laus Reis Gomes (Pontifical Catholic University of Rio Grande do Sul, Brazil)

ECONOMÍA DEL CONSUMO DE NOTICIAS DIGITALES: FACTORES INFLUYENTES EN LA INTENCIÓN DE PAGO POR INFORMACIÓN DIGITAL

Alfonso Vara-Miguel, Carolina Diaz-Espina (Navarra University, Spain)