



# Annual conference of the International Media Management Academic Association

## PRELIMINARY PROGRAMME

### DAY 1 | THURSDAY, SEP 13

**13:00 - 14:00**

**Get Together & Registration**

**14:00 - 15:00**

**HdM Tour:** Studios and  
Production Facilities  
(with President of the University)

**15:00 - 16:30**

**Panel Discussion:**  
High Technologies & Implications  
for the Media (Introductory Speeches  
by Management of High Technology  
Startups and Panel Discussion)

**16:30 - 17:00**

**Bus Tour**  
to Special Event

**17:00 - 19:00**

**Special Event**  
(External Event Site)

**19:00 - 20:00**

**Refreshment Break**  
(Hotel)

**20:00 - 23:00**

**Dinner** at "Kloesterle" (Cosy Wine  
Tavern with Traditional food)





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## PRELIMINARY PROGRAMME

### DAY 2 | FRIDAY, SEP 14

9:00 - 9:45

#### Welcome & Opening Address

Chair: Faustino/Eisenbeis/Roos

9:45 - 11:00

#### Plenary Session 1:

Challenges for the Media Industry:  
Introductory Speeches by Managers  
from the Media Industry  
and Plenary Discussion

Chair: Noam/Kolo/Kuehnle

11:00 - 11:15

#### Coffee Break

11:15 - 12:45

#### Parallel Sessions A1 & A2

Chair: Kim/Vartanova

12:45 - 14:15

#### Lunch

14:15 - 15:45

#### Plenary Session 2:

eSports as new Phenomenon:  
Introductory Speeches  
by Managers from the eSports  
Industry & Plenary Discussion

Chair: Scholz, T. /N.N.

15:45 - 16:00

#### Coffee Break

16:00 - 17:30

#### Parallel Sessions B1 & B2

Chair: Eisenbeis/Faustino

17:30 - 20:00

#### Refreshment Break (Hotel)

20:00 - 23:00

Dinner at "Sophies Brauhaus"  
(Brewery House Restaurant)





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## PRELIMINARY PROGRAMME

### DAY 3 | SATURDAY, SEP 15

**9:00 - 10:30**

**Plenary Session 3:**  
Media Development & Business Models  
(Book Presentation & Symposium)

**Chair: Wildman/Scholz, C.**

**10:30 - 10:45**

**Coffee Break**

**10:45 - 12:15**

**Parallel Sessions C1 & C2 & C3**

**Chair: Belda/Hererro**

**12:15 - 12:45**

**Plenary Session 4:**  
15 Years of a Vision:  
From IMMAF to IMMAA  
**Chair: Lavine/Scholz, C.**

**12:45 - 13:15**

**Closing Ceremony**  
**Chair: Faustino/Eisenbeis**

**13:15 - 14:15**

**Barbecue & Get Together**