Consuming Audiences

29-30 September 2006
Copenhagen, Denmark

Sponsored by
Media Management and Transformation Centre
Jönköping International Business School, Jönköping University, Sweden

28 September, Thursday

19:00-21:00  Welcome Reception by Robert G. Picard, director MMTC in the Imperial Grill Room, Imperial Hotel

29 September, Friday

09:00  Welcome and Opening Remarks, Leona Achtenhagen, Media Management and Transformation Centre, Jönköping International Business School, Sweden

09:15-10:45  Patterns of Consumption

Explaining Media Use in Time and Space, John Dimmik, School of Communication, Ohio State University, USA

Using Microeconomic Consumption Theory to Explain Individual Media Use - Some empirical evidence from regression analysis, Wolfgang Seufert, Department of Media Studies, University of Jena, Germany

10:30-10:45  Coffee break

10:45-11:30  Invited lecture: Audiences and Consumers, Mary Alice Shaver, University of Florida, USA

11:30-12:30  Motivation for Consumption

“What Happened to our Audience?” Radio and New Technology Uses and Gratifications among Young Adult Users, Alan Albarran, the University of North Texas, USA

Motivations for consumption of internet services in an island community Emma-Reetta Koivunen, University of Helsinki, Finland

12:30-13:30  Lunch
13:30-15:00 **Consumer Perspectives**

Audience view on new technology for media consumption, *Carina Ihlström, M. Åkesson, J. Svensson, Halmstad University, and Tobias Fredberg, Chalmers University, Sweden*

Consumer Use of the Internet and Other Information Sources in Making Relevant Purchase Decisions, *Mary Alice and Dan Shaver, University of Florida, USA*

Trust Development in Interactive Media: Consumers’ Perspective, *Kabiraj Sajal and K.K. Bhattacharya, MMTC and Indian Institute of Information Technology & Management, Gwalior, India*

Consuming Audiences: Yes to advertising - when perceived to be a personal choice! *Marie Grusell, Department of Journalism and Mass Communication (JMG), Gothenburg University, Sweden*

15:00-15:15 Coffee Break

15:15-16:45 **Marketing and branding Audience**

Branded Audiences – A Marketing Approach to Media Audience Monetization, *Per Erik Wolff and Mart Ots, Media Management and Transformation Centre, Jönköping International Business School, Sweden*

The Improvement of the Newspaper Corporations’ Marketing Methods: A Study Based on an Investigation of Affected Factors for Audience Choice, *Feng Li and Xuhong Wang, Tsinghua University, China*

The Quality and Branding of Public Service Evaluated by Focus Group Design, *Anker Brink Lund, CBS Center for Business and Politics, Copenhagen Business School, Denmark*

Fantastic Franchise: Attracting an Audience in a Declining Cinema Market, *Robert Alan Brookey, Northern Illinois University, USA*

19:30 Dinner – Imperial Hotel, Copenhagen

**30 September, Saturday**

8:30-10:15 **Consumer Preferences and Involvement**

Transnational news media from Turkey and Morocco: the evaluations and preferences in Flanders, *Ilse Devroe, Department of Communication Studies, Ghent University, Belgium*
Consumer preferences towards commercial music download, *Ulrike Nawrath, Sven Jöckel and Andreas Will, TU Ilmenau, Germany*

Cross-Media Involvement, *Bobby Calder and E. Malthouse, Northern Illinois University, USA*

10:15-10:30 Coffee break

10:30-12:30 **Consumer Choice and Audience Valuation**

*Consuming Choice: Audiences and Added Value in Media Products, Benjamin Bates, College of Communication & Information, University of Tennessee, USA*

*Audience Targeting and the Symbolic Value of Media Products, Cinzia Dal Zotto, Media Management and Transformation Centre, Jönköping International Business School, Sweden and Davide Ravasi, Bocconi University, Milan, Italy*

*Audiences of the Glamorous Life-Style Magazines: Consumers or Sensualists, Anda Rožukalne, Department of Communication Studies, Faculty of Social Sciences, University of Latvia*

*The influence of advertising on the ratings in computer game magazines and the consumer effect, Jörg Müller-Lietzkow and Sandra Urban, Kommunikationswissenschaft, insb. Ökonomie und Organisation der Medien, Friedrich-Schiller-Universität Jena, Germany*

12:30-13:30 Lunch

13:30-15.00 **New Technologies and the Audience Product**

*PSAP-scale as a method for prior-to-launch forecasting of adopter segments for ICT innovations, Lieven De Marez, Department of Communication Sciences, MICT, Ghent University, Belgium*

*News Media Attendance in the Age of New Media: The Indian Case, Harsh Taneja and Tara Nair, MICA, Ahmedabad, India*

*Television: from a ‘free’ analogue medium to an ’expensive’ digital medium with non-transparent costs? Wendy Van den Broeck, Vrije Universiteit, Brussels, Belgium*

15:00-15:15 Coffee Break

15:15-16:00 **Audience and Newspapers**

*NIE-project subsidized by Flanders government as part of a qualitative press subsidies policy, aiming at the preservation of future readership for*
newspapers, **K. Raeymaeckers, L. Hauttekeete and A. Deprez., Department of Communication Studies, University of Ghent, Belgium**

Brand New Planet - a Canadian Example, **Ebba Sundin, School of Education and Communication, Jönköping University, Sweden**

16:00-16:15  Closing remarks

19:00  Assembly in the reception area of the hotel

19.30  Dinner

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