

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*

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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

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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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