

## **“New Economy” Comes of Age: Growth and Dynamics of Maturing New Media Companies**

**12-13 November 2004  
Stockholm, Sweden**

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

### **12 November, Friday**

- 13:00-13:15 - Welcome and Opening Remarks, *Robert G. Picard, Media Management and Transformation Centre, Jönköping International Business School, Sweden*
- 13:15-14:15 - The Changing Role of Media, *Timo Siivonen and Ulf Lindqvist, VTT Information Technology, Finland*  
- Internationalization Strategies of Small and Medium New Media Companies, *Mike Friedrichsen and Astrid Kurad, University of Flensburg, Germany*
- 14:15-15:15 - Related Product Diversification of the Internet Media Companies, 2000-2003, *Bum-Soo Chon, Korea national Open University, Seoul, Korea*  
- Strategic Choices of Incumbents in a Network Environment: The European Telecommunications Industry, *Hans V. Kranenburg, Maastricht University, Holland*
- 15:15-15:30 Coffee break
- 15:30-16:30 - Growth in a Convergent World: The Bundle of TV and Telephone Services on the Fiber Optic Network, *Marco Gambaro, University of Milan and Simmaco Management Consulting, Italy*  
- Digital Convergence's Impact on the Broadcasting Management in Korea – Telecommunications Firms' Entry into Broadcasting Industry, *Daeho Kim, Inha University, South Korea*
- 16:30-17:30 - New Media Business in Finland – Financial Performance, Solidity and Productivity of the Companies in the Eye of IT, *Veijo Ponna and Mikko Gronlund, Turku School of Economics and Business Administration, Finland*  
- The Key of Success, the Cause of Failure: a Comparative Analysis of Two UK Digital Television Companies, *Giuseppe Pagani, Benedetta Prario, Fabiana Visentin and Yvonne Zorzi, University of Lugano, Switzerland*
- 19:30 Reception – Absolut Ice Bar
- 20:15 Dinner - Stockholm Fisk Restaurang, Vasagatan 1, Royal Viking Hotel

*Preliminary Schedule*

**13 November, Saturday**

- 9:00-10:00 - New Economy, New Media: Some Indian Stories, *K.M. Shrivastava, Indian Institute of Mass Communication, New Delhi, India*  
- Aljazeera's Bid to Come of Age: a Study of the Growth and Development of the Arabic Satellite Channel, *Leon Barko, Jönköping International Business School, Sweden*
- 10:00-11:00 - The Successful Model of Overseas Investment on Chinese New Media Companies, *Yingzi Xu, University of St. Gallen, Switzerland*  
- The Changing Structure of the Media Organization During the Change of the Social and Economy System in China, *Xin Xun Wu and Ji Yin Chen, Shanghai University, China*
- 11:00-11:15 Coffee Break
- 11:15-12:15 - Intellectual Property rights in the New Economy: From Copyright to Digital Rights Management and Other New Approaches, *Benjamin J. Bates, University of Tennessee, USA*  
- Game Over: Censorship, Government and the Computer Game Industry, *Robert C. Burns and T.Y. Lau, University of Washington, Seattle, USA*
- 12:15-13:15 Lunch
- 13:15-14:15 - Digital Video Recorders (DVRs): New Media in the Traditional Media Industry, *Claudia Loebbecke, University of Cologne, Germany*  
- Finding the Right FIT for a New Media Company: The Case of Seven Val, *Claudia Loebbecke and Timo Kladny, University of Cologne, Germany*
- 14:15-15:15 - The Anticipated Effect of the Supernet on Alberta's Media Industry, *Aaron Braaten, University of Alberta, Canada*  
- The Big Brother Issue: Analyzing the Media System around a Reality TV-Show, *Tobias Fredberg and Sanne Olilla, Chalmers University of Technology, Gothenburg, Sweden*
- 15:15-15:30 Coffee Break
- 15:30-16:30 - Gambero Rosso: A Unique Company? *Giuseppe Richeri and Benedetta Prario, University of Lugano, Switzerland*  
- Will Peer-to-Peer-Technologies Create New Business? *Franz Lehner, University of Passau, Germany*
- 16:30-17:15 Closing remarks
- 19:30 Dinner, Fem Små Hus, Nygränd 10, Gamla Stan