**Tallinn University, 16-17 October, 2017**

**DAY 1**

8:30 Registration and coffee

9:30 Opening words

9:40 **Keynote:** "Creative Destruction in the Screen Industries and Implications for Policy"
Stuart Cunningham

10:45 **Panel 1 – Media Innovation Theory** – moderator: Indrek Ibrus - **Cinema**
Stefania Milan, Vidushi Marda  
“Fake News as Innovation Engine? Balancing Content Regulation and Freedom of Expression in the Age of Platforms”

Niamh Ni Bhroin, Stefania Milan  
“Social Media-Innovation: Towards a critical analysis of media innovations that address societal challenges”

Francisco J. Pérez-Latre  
“Are innovation policies leading to more innovative media markets? The Spanish experience (2006-2016)”

12:15 Lunch

13:00 **Parallel panels**

**Panel 2 – Platforms and innovation** – moderator: Ulrike Rohn - **Cinema**
Tom Evens  
“Structural Power of Video Distribution Platforms: Who’s to Win the Rat Race?”

Anders Fagerjord  
“A Platform-Flow Model for Streaming Video Services”

**Panel 3 – Heritage and innovation** – moderator: Alessandro Nani – **N416**
Maarja Ojamaa  
“What cultural semiotic conceptualisations of texts can reveal about the innovation in digital archives”

Gunnar Liestøl  
“Theoretical Concepts as Topoi for Media Invention and Innovation: From Analysis to Synthesis in Digital Media Design for Cultural Heritage”

14:00 Coffee break

14:30 **Parallel panels**

**Panel 4 – Media and urban environments** – moderator: Tarmo Pikner – **Cinema**
Charles H. Davis  
“Exploring affordances of a mixed reality heritage tourism tour”

Silja Lassur, Külliki Tafel-Vilia, Indrek Ibrus  
“Convergent innovation systems? Media industries co-innovating with the tourism sector”

Mitch Goodwin  
“Towards a new media literacy: Resisting the urban space as a 404 page”

**Panel 5 – Innovation management in media companies** – moderator: Arko Olesk – **N416**
Mikko Villi, Bozena Mierzejewska, Axel Röpnack, Katja Lehtisaari, Mikko Grönlund, Carl-Gustav Lindén, Robert G. Picard  
Media Innovation in U.S. Metro Newspapers

Stefanie Siren-Heikel  
“Managing innovation failures – a case study of Finnish media companies”

Nina Klaß  
Open Innovation in Media Innovation Research – A Systematic Literature Review

16:15 **Keynote:** “Towards Deepening Inequalities or Enhanced Human Flourishing? - **Cinema**
Robin Mansell

19:00 Dinner  
Olde Hansa
DAY 2

9:00  **Panel 6 – Journalism innovation** – moderator: Henry Loeser - Cinema

- Turo Uskali, Epp Lauk  “Towards Adaptive Journalism: How Technological and Social Innovations are Transforming Journalism”
- Cornelia Wolf, Alexander Godulla  “Are newsgames in journalism a failed innovation? An analysis of products and user judgments”

11:00  **Discussion with media companies on facilitating innovation in Russian language media** – Cinema

Moderator: Andres Jõesaar

- Darja Saar, ERR
- Olga Proskurova, Baltic Media Accelerator
- Martin Aadamsoo, Digix

12:30  **Lunch**

13:15  **Parallel panels**

**Panel 7 – Public Service Media and innovation** – moderator: Indrek Ibrus - Cinema

- Ulrike Rohn  “The underestimated role of public broadcasters as innovators to address market failures outside the broadcasting industry”
- Michael Klontzas  “Technological innovation and Public Service Media: The BBC and Digital Terrestrial Television”
- Datis Khajeheian, Somayeh Heydarali  “Public Media and Fostering of User Innovation: A theoretical development”

**Panel 8 – VR and journalism** – moderator: Pia Tikka – N416

- Malin Picha Edwardsson  “Lost in transformation – An explorative study of Digital Storytelling by traditional media companies”
- Stephanie Grubenmann  “VR Journalism – How does storytelling work for non-fictional content?”

14:45  **Summary** – Cinema

16:00  **Visit to E-Estonia showroom** (in co-operation with AoIR in Tartu)

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**TALLINN UNIVERSITY CENTRE OF EXCELLENCE IN MEDIA INNOVATION AND DIGITAL CULTURE**

in cooperation with University of Oslo’s Centre for Research on Media Innovations