

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**
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| Stefania Milan, Vidushi Marda | "Fake News as Innovation Engine? Balancing Content Regulation and Freedom of Expression in the Age of Platforms" |
| Niamh Ní 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)" |
| Alfonso Sánchez-Tabernero | |
- 12:15 **Lunch**
- 13:00 **Parallel panels**
- Panel 2 – Platforms and innovation** – moderator: Ulrike Rohn - **Cinema**
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| 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**
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| 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**
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| Charles H. Davis | "Exploring affordances of a mixed reality heritage tourism tour" |
| Silja Lassur, Külliki Tafel-Viia, 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**
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| Mikko Villi, Bozena Mierzejewska, Axel Röpnack, Katja Lehtisaari, Mikko Grönlund, Carl-Gustav Lindén, Robert G. Picard | Media Innovation in U.S. Metro Newspapers |
| Stefanie Sirén-Heikel | "Managing innovation failures – a case study of Finnish media companies" |
| Nina Klab | 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**
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| Turo Uskali, Epp Lauk | “Towards Adaptive Journalism: How Technological and Social Innovations are Transforming Journalism” |
| David B. Nieborg, Thomas Poell | “The Appification of News: Exploring Media Diversity in the App Ecosystem” |
| 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**
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| 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**
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| 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)

MEDIT

TALLINN UNIVERSITY CENTRE OF EXCELLENCE
IN MEDIA INNOVATION AND DIGITAL CULTURE

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

