

## Speakers

**David Bahanovich** is Associate Professor and head of the Music and Entertainment Industry Management Programme at the University of Hertfordshire.

**Dennis Collopy** is Senior Lecturer in the Music and Entertainment Industry Management Programme and co-founder of the Music and Entertainment Industries Research Group at the University of Hertfordshire.

**Michael Huber** is Assistant Professor at the Institute for Music Sociology (IMS) at the University of Music and Performing Arts Vienna. Author of the Study "Why Music?".

**Marie-Françoise Marais** is president of the French notification authority Haute Autorité pour la diffusion des œuvres et la protection des droits sur internet (Hadopi).

**Joel Waldfogel** holds the Frederick R. Kappel Chair in Applied Economics at the Carlson School of Management at the University of Minnesota.

**Carsten Winter** is Full Professor of Media and Music Management at the Department of Journalism and Communication Research at Hanover University of Music and Drama.

## DISCUSSANTS

**Harald Hanisch** – music producer and board member of the Austrian Composers' Society (Austria)

**Peter Jenner** – Sincere Management and consultant for the World Intellectual Property Rights Organization (WIPO) (U.K.)

**Martin Kretschmer** – Centre of Intellectual Property Policy & Management of the Bournemouth University (U.K.)

**Robert Levine** – former executive editor of Billboard Magazine and author of "Free Ride: How Digital Parasites Are Destroying the Culture Business" (U.S.)

**Martin Lücke** – Macromedia University for Media and Communication (Germany)

**Joel Tenenbaum** – doctoral student who was accused of illegally sharing 30 sound files and sentenced to pay a compensation of \$675,000 (U.S.)

**Peter Tschmuck** – University of Music and Performing Arts Vienna (Austria)

## Admission free

### Registration:

music.business.research@gmail.com

### Further information:

<http://musicbusinessresearch.wordpress.com/vienna-music-business-research-days-2/>

### Organized by

Institute for Cultural Management and Cultural Studies, Vienna  
Institute for Music Sociology, Vienna  
Institute of Journalism and Communications Research, Hanover  
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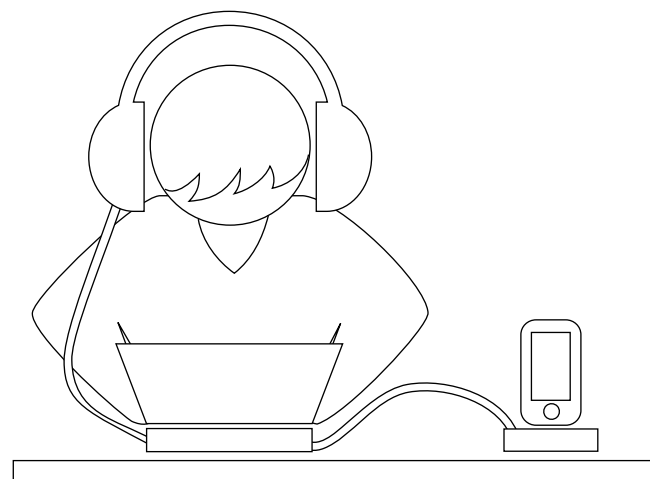
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Cultural Management Programme of IKM

# Vienna Music Business Research Days

New Music Consumption Behavior

Date: June 29-30, 2012



Conference Site:

Joseph Haydn-Hall  
at the University of Music  
and Performing Arts Vienna,  
Anton-von-Webern-Platz 1, 1030 Vienna

**Fri, June 29, 2012**

**Joseph Haydn-Hall**

09.00-18.30:

Young Scholars' Workshop on:  
"Music Business Research"

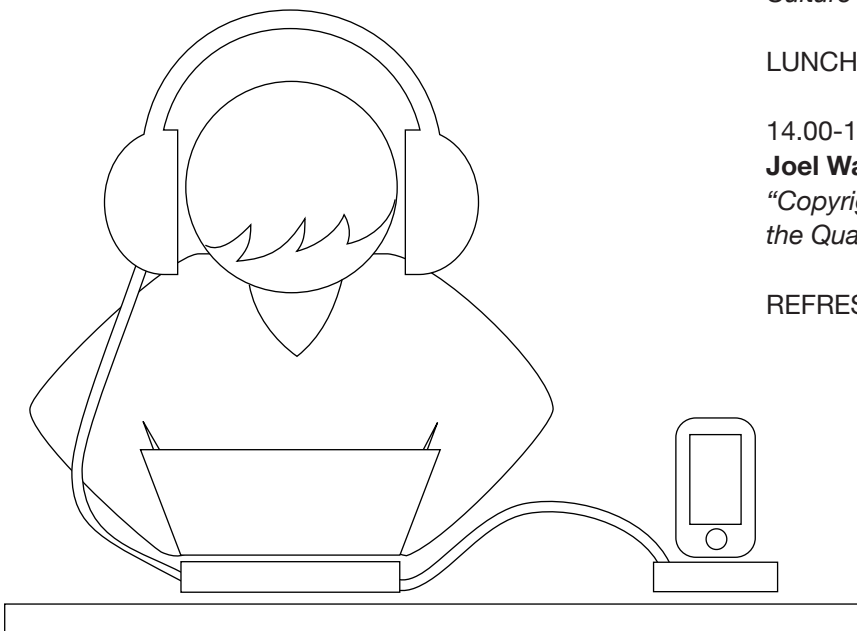
Discussants: **David Bahanovich** (University of Hertfordshire), **Martin Lücke** (Macromedia University for Media and Communication), **Peter Tschmuck** (University of Music and Performing Arts Vienna), **Joel Waldfogel** (University of Minnesota), **Carsten Winter** (University of Music, Drama and Media Hanover)

Presentations and Discussions

19.30-21.30:

Panel discussion: "Are File Sharers Pirates?"

Discussants: **Joel Tenenbaum** (was sentenced for file sharing by an U.S. court) and **Robert Levine** (former executive editor of Billboard Magazine and author of the book "Free Ride") conducted by **Sabine Nikolay** (Ö1 – Austrian Broadcasting Service)



**Sat, June 30, 2012**

**Joseph Haydn-Hall**

09.00-09.15:

Welcome and opening address

09.15-10.00:

**Michael Huber**, University of Music and Performing Arts Vienna, Austria:

"New Patterns of Musical Behaviour in Austria – Results of a Representative Study"

10.00-10.45:

**Dennis Collopy** and **David Bahanovich**, University of Hertfordshire, U.K.:

"Music Consumption of Young People in the U.K."

REFRESHMENTS

11.15-12.00:

**Carsten Winter**, University of Music, Drama and Media Hanover, Germany:

"Prosumers and Their New On-Demand-Music Culture"

LUNCH BREAK

14.00-15.00:

**Joel Waldfogel**, University of Minnesota, U.S.A.:  
"Copyright Protection, Technological Change, and the Quality of New Products"

REFRESHMENTS

**Sat, June 30, 2012**

**Joseph Haydn-Hall**

15.30-16.00:

**Marie-Françoise Marais**, president of HADOPI (Haute Autorité pour la diffusion des oeuvres et la protection des droits sur internet), France:  
"Graduated Response Measures in France"

16.00-17.30:

Panel discussion:  
"Three Strikes and Out!"

Discussants: **Marie-Françoise Marais** (HADOPI, France), **Martin Kretschmer** (Centre of Intellectual Property Policy & Management of the Bournemouth University, U.K.), **Peter Jenner** (Sincere Management and Secretary General of the International Music Managers' Forum, U.K.), **Harald Hanisch** (music producer and board member of the Austrian Composers' Society) conducted by **Stefan Krempl** (journalist, author for heise online, Neue Züricher Zeitung, Die Zeit etc.)

REFRESHMENTS

17.45-18.00:

Young Scholars' Workshop Best Paper Award

20.00:

Visit of a traditional Viennese Heurigen for invited guests