

PRESS RELEASE, JUNE 6th, 2012



## **Digital Music - From Consumption to Prosumption**

**The 3rd Vienna Music Business Research Days from June 29-30, 2012 at the University of Music and Performing Arts Vienna will focus on international research into new music consumption behavior**

During the digital age music content consumption behavior has been transformed. Early on the music industry was impacted by the emergence of new practices such as file sharing, file hosting and the availability of user generated content. However such new music consumption behaviors conflict with existing copyright law regulations and need more innovative music business models.

There is a clear need to analyse and understand these new behavioral patterns. At the 3<sup>rd</sup> Vienna Music Business Research Days, held at the University of Music and Performing Arts Vienna from June 29-30, 2012, international music business scientists will gather to present and to discuss current research results. Two recent studies, from the University of Music and Performing Arts Vienna for Austria and the University of Hertfordshire for the U.K., will shed light on national music preferences and music consumption patterns. Professor Carsten Winter of the Hanover University of Music, Drama and Media will contribute a paper on music 'prosumption' targeting the phenomenon that passive music consumption and active music production begin to merge into a new kind of use. In this context, Prof. Joel Waldfogel of the University of Minnesota/U.S. will present an analysis on whether the new consumption behavior affects the quality of music. Last but not least there will be a discussion on consumer's motives for music file sharing and the efficacy of legal measures against it especially in the light of so-called 'graduated response' schemes such as HADOPI in France. HADOPI's president, Marie-Françoise Marais is to present an overview of the current facts and figures of this scheme.

Vienna Music Business Research Days

June 29-30, 2012 at the University of Music and Performing Arts Vienna – Joseph Haydn-Hall  
Anton-von-Webern-Platz 1, 1030 Vienna (Austria)

Admission free, for registration and questions please contact [music.business.research@gmail.com](mailto:music.business.research@gmail.com)

Conference website:

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

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*Organised* by the Institute for Cultural Management and Cultural Studies (IKM) and the Institute for Music Sociology (IMS) of the University of Music and Performing Arts Vienna, the Institute of Journalism and Communications Research of the Hanover University of Music, Drama and Media and Medien Hannover sowie International Association of Music Business Research.

*Sponsored* by the University of Agder/Norway, departure – The Creative Agency of the City of Vienna, Wien Kultur/MA7 and the Cultural Management Programme of IKM



**Cultural Management Programme of IKM**