

Young Scholars' Workshop

5th Vienna Music Business Research Days 2014

Oct. 1st, 2014, 10:00-18:00

Large Conference Room at the Institute for Cultural Management and Cultural Studies (IKM), Anton-von-Webern-Platz 1, 1030 Vienna, Austria

10:00-10:30 Welcome address by Carsten Winter & Peter Tschmuck

The Role of Copyright in the Music Business

Chair: Dagmar Abfalter (University of Music and Performing Arts Vienna, Austria)

10:30-11:30 **Georg Fischer** (Free University Berlin): Creativity of "Getting Around" or Getting Around of Creativity? On the Urheberrecht's Effect on the Production of Music
Mentoring and discussion: Peter Tschmuck (University of Music and Performing Arts Vienna, Austria)

11:30-12:30 **Philip Stade** (Hochschule für Musik und Tanz Köln): "Copyrights Are for Losers" – How Musicians Present Themselves with Regard to Copyright
Mentoring and discussion: Guy Morrow (Macquarie University Sydney, Australia)

12:30-13:30 Lunch Break

Crowdfunding and Social Media in the Music Business

Chair: Carsten Winter (Hanover University of Music, Drama and Media, Germany)

13:30-14:30 **Jordana Viotto da Cruz** (University Paris 13): Crowdfunding Contributors in Cultural Projects: Evidences on Motivations, Incentives and the "Star System"
Mentoring and discussion: Michael Huber (University of Music and Performing Arts Vienna, Austria)

14:30-15:30 **Lorenz Grünewald & Joachim Haupt** (Hanover University of Music, Drama and Media): Value Creation on YouTube - How Musicians, YouTubers and Commercial Networks Create Social, Cultural and Economic Capital
Mentoring and discussion: Patrik Wikström (Queensland University of Technology Brisbane, Australia)

15:30-15:45 Coffee Break

Classical Music Education and Its Cultural Transfer

Chair: Peter Tschmuck (University of Music and Performing Arts Vienna, Austria)

15:45-16:45 **Esther Bishop** (Zeppelin University, Friedrichshafen): How Is Tertiary Music Education Related to the Subsequent Professional Occupations of Graduates in Music Performance in Germany?

Mentoring and discussion: Carsten Winter (Hanover University of Music, Drama and Media, Germany)

16:45-17:45 **Sona Valipour** (Iran University of Science & Technology, Tehran): Live Western Classical Music Costing and Marketing in Iran as a Cultural Product

Mentoring and discussion: Dagmar Abfalter (University of Music and Performing Arts Vienna, Austria)

18:30 Joint opening reception of the 5th Vienna Music Business Research Days and the Waves Festival and Conference Vienna & Bratislava in Schönberg-Hall in Wiener Konzerthaus (Lothringer Straße 20, 1030 Vienna, 10min walk distance from the conference venue)

19:30 Concert by Scott Matthew & Band in Mozart-Hall of Wiener Konzerthaus (admission free for participants of Young Scholars' Workshop; registration on www.ticketgarden.com).