

Program of the 10th Vienna Music Business Research Days, September 11-13, 2019

"Future of the Music Business"

Sep. 11th, 2019, 09:00-16:45: Young Scholars' Workshop (closed event)

Large Conference Room at the Department of Cultural Management and Gender Studies (IKM), University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna

Sep. 11th, 2019, 19:30-21:30: Book Presentation Event on "Big Data in the Digital Music Business"(free admission)

Fanny Hensel-Hall, University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna

Sep. 12th, 2019, 09:00-18:15: Conference Track Day

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

Sep. 13th, 2019, 09:00-17:30: Invited Conference Day

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

- 09:00-09:15: WELCOME by **Johannes Meissl** designated Vice President of mdw for Internationalization and the Arts & **Peter Tschmuck**
- 09:15-10:00: Keynote by **Cliff Fluet** (Lewis Silkin LLP, London, UK): "The Music Business & Technology – How Their Past and Present Will Dictate Their Future"
- 10:00-11:00: Panel discussion on "The Future of Music Copyright" with **Karl Ryan** (Government Affairs and Public Policy, Google UK), **Ros Lynch** (Intellectual Property Office, London, UK), **Cliff Fluet** (Lewis Silkin LLP, London, UK) and **Steve Stewart** (vezt, Los Angeles, USA) moderated by **Sally Gross** (University of Westminster, London, UK)
- 11:00-11:30: REFRESHMENTS
- 11:30-12:30: Keynote by **Michael Smellie** (Start-up investor, Brisbane, Australia and former COO of Sony Music Entertainment): "Music Industry, the 7 Deadly Sins!"
- 12:30-13:30: LUNCH BREAK
- 13:30-14:00: **Paul O'Hagan** (University of Ulster, Northern Ireland): "Why Label Services? – The Case of Taylor Swift, Billy Bragg & The Bluebells, Or How To Avoid Indentured Servitude In The Music Business" – a conversation with **Peter Jenner** (Sincere Management, London, UK)
- 14:00-14:45: Keynote by **Dennis Collopy** (University of Hertfordshire, UK): "Music 2025 – Is Music Data Fit for Purpose in the Digital Era?"
- 14:45-15:30: Keynote by **Pete Downton** (7digital, London, UK): "What Are the Key Drivers of Growth in Music Streaming? – Past, Present and Future"
- 15:30-16:00: REFRESHMENTS
- 16:00-17:30: Panel discussion "Future of the Music Business - What's Next after Music Streaming?" with **Rebecca Brook** (music industry consultant, London, UK), **Pete Downton** (7digital, London, UK), **Phil Graham** (University of the Sunshine Coast, Australia) and **Michael Smellie** (Start-up investor, Brisbane, Australia) moderated by **Dennis Collopy** (University of Hertfordshire, UK)
- 17:30: Awarding the Young Scholars' Workshop best paper
- 20:00: Conference Heuriger (conference dinner for invited guests)