

Program on June 9, 2010

02.30-04.00 pm:

Workshop on “Methoden zur Musik-File-sharing Forschung” (“Music File Sharing Research Methods”) by **Prof Felix Oberholzer-Gee** of Harvard Business School at the Institute of Culture Management and Culture Sciences (Karlsplatz 2/2nd floor/top 9, 1010 Vienna).

07.30-09.30 pm:

Musikwirtschaftsdialog (panel discussion in German) on the question “Wie böse ist das Musik-Filesharing?” (“How Evil Is Music File Sharing?”) with **Prof Felix Oberholzer-Gee** (Harvard Business School) and **Mag Philip Ginthör** (General Manager of Sony Music Entertainment Austria). The discussion is conducted by Dr Irene Suchy (Ö1, Austrian Broadcasting Corporation) and Prof Peter Tschmuck (University of Music and Performing Arts Vienna).

Program on June 10, 2010

Conference site: Joseph-Haydn-Hall at the University of Music and Performing Arts Vienna

09.00 - 09.30 am:

Welcome and opening address

09.30 - 10.00 am:

Prof Peter Tschmuck, University of Music and Performing Arts Vienna, speech: „The Economics of Music File Sharing – A Literature Overview“

10.00 - 10.30 am: Discussion

REFRESHMENTS

11.00 - 11.30 am:

Prof Stan J. Liebowitz, School of Management at the University of Texas in Dallas, speech: “What Do Careful Examinations Reveal About the Impact of File Sharing?”

11.30 - 12.00 am: Discussion

LUNCH

Program on June 10, 2010

02.00 - 02.30 pm:

Prof Felix Oberholzer-Gee, Harvard Business School, speech: “It Is Time to Rethink Copyright”

02.30 - 03.00 pm: Discussion

03.00 - 03.30 pm:

Eric Garland, BigChampagne (Los Angeles), speech: „Statistical Trends in Music File Sharing“

03.30 - 04.00 pm: Discussion

REFRESHMENTS

04.30 - 06.00 pm:

Panel discussion: “Pros and Cons of Music Flat Rate Models”, with Electric Indigo, DJ and musician, female: pressure (Vienna), Eric Garland, BigChampagne Media Measurement (Los Angeles), Peter Jenner, music manager and record producer (London), Franz Medwenitsch, CEO of IFPI Austria (Vienna)

08.00 pm: Conference closing party

Speakers

Eric Garland is a co-founder and CEO of BigChampagne Online Media Measurement, a privately-held technology and market research company with a focus on peer-to-peer (P2P) networks. Before co-founding BigChampagne in 1999, Garland was an associate with global management consulting firm Towers Perrin in the Communication and Measurement practice.

Stan J. Liebowitz is Ashbel Smith Professor for Managerial Economics in the School of Management at the University of Texas in Dallas and director of the Center for Economic Analysis of Property Rights (CAPRI). His research focuses on the impact of new technology on markets with an emphasis on copying, network effects, and intellectual property.

Felix Oberholzer-Gee is the Andreas Andresen Professor of Business Administration in the Strategy Unit at Harvard Business School. His research is centered on competitive strategy, international competition, and non-market strategy. In recent work, he studied how entertainment companies can successfully manage the digital transition.

Peter Tschmuck is Associate Professor at the Institute of Culture Management and Culture Sciences at the University of Music and Performing Arts Vienna. His research focuses on the structure and processes in the music industry, on economics of copyright and on all aspects of cultural institutions.

Discussants

Electric Indigo (aka Susanne Kirchmayr) is a globally active DJ and musician.

Philip Ginthör is General Manager of Sony Music Entertainment Austria.

Peter Jenner is a British music manager and record producer.

Franz Medwenitsch is CEO of IFPI Austria and chairman of the Austrian collecting society LSG.

Admission free

Registration:

music.business.research@gmail.com

Further info:

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

Organized by

Institute of Culture Management and Culture Sciences (IKM), Institute of Music Sociology (IMS) and International Association of Music Business Research (IAMBR)



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Vienna Music Business Research Days

Date: June 9-10, 2010

Locations:

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