



Number of items:



Wed, June 8, 2011

Fanny Hensel-Mendelssohn-Hall

07.30-09.30 pm:

Focus Music Distribution:

"Is Streaming the Answer?" (in German)

Discussants: **Steffen Wicker** (simfy.de) and **Alexander Hirschenhauser** (Austrian Association of Independent Labels, Music Publishers and Producers – VTMÖ) conducted by **Wolfgang Ritschl** (Ö1 - Austrian Broadcasting Service)

Sponsored by **departure**

Thu, June 9, 2011

Joseph Haydn-Hall

09.00-09.30 am:

Welcome and opening address

09.30-10.30 am:

Patrik Wikström, Jönköping International Business School, Sweden:

"A Typology of Music Distribution Models"

REFRESHMENTS

Thu, June 9, 2011

Joseph Haydn-Hall

11.00-12.00 am:

Will Page, PRS for Music, U.K.:

"Music Downloading and Streaming from a Collecting Society's Perspective"

LUNCH

02.00-03.00 pm:

Peter Jenner, music manager, U.K.:
"The Global Repertoire Database"

REFRESHMENTS

03.15-04.45 pm:

Panel discussion:

"How to Make a Profit with Music Distribution?"

Discussants: **Peter Jenner** (music manager, U.K.), **Steffen Wicker** (simfy.de, Germany), **Will Page** (PRS for Music, U.K.) and **Stephan Grulert** (General Counsel GSA of EMI, Germany) conducted by **Manfred Gillig-Degrave** (Musikwoche, Germany)

REFRESHMENTS

Thu, June 9, 2011

Joseph Haydn-Hall

05.00-06.30 pm:

departure: "Focus-Call 'Music' 2011" (in German)

Presentation of the White Paper "Neue Töne der Musikwirtschaft" by the Viennese creative industries' funding body **departure**

08.00 pm:

Visit of a traditional Viennese Heurigen for invited guests

Fri, June 10, 2011

Joseph Haydn-Hall

09.00 am-06.00 pm:

Young Scholar's Workshop on:

"Innovation in Music Business"

Discussants: **Dennis Collopy** (University of Hertfordshire), **Peter Tschmuck** (University of Music and Performing Arts Vienna), **Patrik Wikström** (Jönköping International Business School) and **Carsten Winter** (University of Music, Drama and Media Hanover)

Presentations and Discussions

Speakers

Peter Jenner is a British music manager and record producer. He works at Sincere Management and is the Secretary General of the International Music Managers' Forum as well as director of the U.K. Music Managers' Forum and is involved in the Featured Artists Coalition. Peter Jenner has managed Pink Floyd, T Rex, The Clash, Robyn Hitchcock, Baaba Maal, Billy Bragg and many others.

Will Page is the Chief Economist at the PRS for Music, a non-profit collection society representing writers, composers and music publishers in the U.K. He previously worked for the U.K. Government Economic Service at the Scottish Executive working for the Office of the Chief Economic Adviser and Department of Finance. His research is centered on music industry and he wrote important and often cited works on free downloads, long tail theory and similar topics.

Patrik Wikström is Associate Professor in Media Management and Director of Studies at the Department of Entrepreneurship, Strategy, Organisation and Leadership at Jönköping International Business School in Sweden. He is also Research Director in the Media Management and Transformation Centre (MMTC). His research interests are innovation and learning in media organisations especially in the music industry. He is the author of "The Music Industry – Music in the Cloud" (2009).

Discussants

Dennis Collopy - University of Hertfordshire (U.K.)

Stephan Grulert - General Counsel GSA of EMI (Germany)

Alexander Hirschenhauser - Austrian Association of Independent Labels, Music Publishers and Producers – VTMÖ (Austria)

Steffen Wicker - simfy.de (Germany)

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

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

Admission free

Registration:

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Further information:

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

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Institute of Culture Management and Culture Sciences, Vienna
Institute of Music Sociology, Vienna
Institute of Journalism and Communications Research, Hanover
International Association of Music Business Research



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Vienna Music Business Research Days

New Music Distribution Models

Date: June 8-10, 2011

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