

**Fra:** [Maj Britt Aronstein](#)  
**Emne:** invitation to a conference: Making sense of Media Business  
**Dato:** 23. december 2009 14:34:33  
**Vedhæftede filer:** [image004.png](#)



## Making Sense of Media Business



Over the last decades the European media landscape has changed drastically. In most European countries the press has slowly but steadily lost both market shares and readers. Google and other global web-media are increasingly taking time and advertising away from national media, while the response from public service broadcasters differs widely across Europe.

The Conference "Making Sense of Media Business" presents research based perspectives on current trends in media development: What kind of structural changes are European media currently undergoing? What are the driving forces behind competition and cooperation? What kind of policy response is required and allowed? Are there any new and promising business models in pipeline? What kind of role should public service media play in the future?

The speakers are recruited from The Euromedia Research Group, composed of members from 25 European research institutions. The group has followed these developments closely over the last three decades. Several media policy readers have been published and the Euromedia Handbook on national media landscapes provides insights to changing national media systems and structures.

### Conference Programme

13:00 Anker Brink Lund, CBS - ***Current Business Challenges for Print Media***  
14:00 Leen d'Haenens, University of Nijmegen - ***Public Television in the Global Marketplace***  
15:00 Josef Trappel, University of Zürich - ***Emerging Online Media in Europe***  
16:00 Reception and networking

### Tid og sted:

12. February 2010  
from 13 – 16  
in PHR120  
Råvarebygningen  
PorcelænsHAVEN 22  
2000 Frederiksberg  
The Conference is financed by  
CBS Forum Business  
Communication and FUHU  
and open to the public.  
Admission is free, but  
registration is requested at  
[hj.cbp@cbs.dk](mailto:hj.cbp@cbs.dk)

### Organized by:



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