

Tallinn University, 16-17 October, 2017

DAY 1

- 8:30 Registration and coffee
- 9:30 Opening words
- 9:40 **Keynote:** "Creative Destruction in the Screen Industries and Implications for Policy"
Stuart Cunningham
- 10:45 **Panel 1 – Media Innovation Theory** – moderator: Indrek Ibrus
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| Stefania Milan, Vidushi Marda | "Fake News as Innovation Engine? Balancing Content Regulation and Freedom of Expression in the Age of Platforms" |
| Niamh Ní Bhroin, Stefania Milan | "Social Media-Innovation: Towards a critical analysis of media innovations that address societal challenges" |
| Francisco J. Pérez-Latre
Alfonso Sánchez-Tabernero | "Are innovation policies leading to more innovative media markets? The Spanish experience (2006-2016)" |
- 12:15 **Lunch**
- 13:00 **Parallel panels**
- Panel 2 – Platforms and innovation** – moderator: Ulrike Rohn
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| Tom Evens
Anders Fagerjord | "Structural Power of Video Distribution Platforms: Who's to Win the Rat Race?"
"A Platform-Flow Model for Streaming Video Services" |
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- Panel 3 – Heritage and innovation** – moderator: Alessandro Nani
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| Maarja Ojamaa | "What cultural semiotic conceptualisations of texts can reveal about the innovation in digital archives" |
| Gunnar Liestøl | "Theoretical Concepts as Topoi for Media Invention and Innovation: From Analysis to Synthesis in Digital Media Design for Cultural Heritage" |
- 14:00 **Coffee break**
- 14:30 **Parallel panels**
- Panel 4 – Media and urban environments** – moderator: Tarmo Pikner
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| Charles H. Davis
Silja Lassur, Külliki Tafel-Viia,
Indrek Ibrus
Mitch Goodwin | "Exploring affordances of a mixed reality heritage tourism tour"
"Convergent innovation systems? Media industries co-innovating with the tourism sector"
"Towards a new media literacy: Resisting the urban space as a 404 page" |
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- Panel 5 – Innovation management in media companies** – moderator: Arko Olesk
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| Mikko Villi, Bozena Mierzejewska,
Axel Röpnack, Katja Lehtisaari,
Mikko Grönlund, Carl-Gustav
Lindén, Robert G. Picard
Stefanie Sirén-Heikel
Nina Klab | Media Innovation in U.S. Metro Newspapers

"Managing innovation failures – a case study of Finnish media companies"
Open Innovation in Media Innovation Research – A Systematic Literature Review |
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- 16:15 **Keynote:** "Towards Deepening Inequalities or Enhanced Human Flourishing?"
Robin Mansell
- 19:00 **Dinner** Olde Hansa

DAY 2

9:00 **Panel 6 – Journalism innovation** – moderator: Henry Loeser

Turo Uskali, Epp Lauk	“Towards Adaptive Journalism: How Technological and Social Innovations are Transforming Journalism”
David B. Nieborg, Thomas Poell	“The Appification of News: Exploring Media Diversity in the App Ecosystem”
Cornelia Wolf, Alexander Godulla	“Are newsgames in journalism a failed innovation? An analysis of products and user judgments”

11:00 **Discussion with media companies on facilitating innovation in Russian language media**

12:30 **Lunch**

13:15 **Parallel panels**

Panel 7 – Public Service Media and innovation – moderator: Indrek Ibrus

Ulrike Rohn	“The underestimated role of public broadcasters as innovators to address market failures outside the broadcasting industry”
Michael Klontzas	“Technological innovation and Public Service Media: The BBC and Digital Terrestrial Television”
Datis Khajehedian	“Public Media and Fostering of User Innovation: A theoretical development”

Panel 8 – VR and journalism – moderator: Pia Tikka

Malin Picha Edwardsson	“Lost in transformation – An explorative study of Digital Storytelling by traditional media companies”
Stephanie Grubenmann	“VR Journalism – How does storytelling work for non-fictional content?”

14:45 **Summary**

16:00 **Visit to E-Estonia showroom** (in co-operation with AoIR in Tartu)

MEDIT

TALLINN UNIVERSITY CENTRE OF EXCELLENCE
IN MEDIA INNOVATION AND DIGITAL CULTURE