### Thursday November 22, 2007

**08h45-09h30**  
Opening & Keynote Address  
**Eli M. Noam, Colombia University**

**10h00-12h00**  
Session 1:  
The Management of the Médias Industries  
Chair by Lionel Fleury, Agence France-Presse

When Magazines Have a Mission: Measuring the Scope and Performance of a Nonprofit Media Sector  
**M. Maguire, University of Wisconsin at Oshkosh** - US

An Econometric Study of Media Communication Strategies of Advertisers in France  
**M. Narayadou, Université Paris-Dauphine** - FR

*Quality and Ratings Data Envelopment Analysis for Efficiency Measurement in Public Broadcasting.*  
**U. Schaeidel, Hamburg Media School, University of Hamburg** - DE

*Explaining Prices Paid for Television Ad Time when Advertisers Do and Do Not Have Information About Viewers’ Preferences among Advertised Products.*  

Advertising Media Strategies in the Film Industry  
**C. Elliott, Lancaster University Management School** - UK

*The Information System: A Socio-Cognitive Media for Information Exchange?*  
**C. Sybord, IAE, Université Lumière, Lyon** - FR

Hybrid Business Models in Web 2.0 New Ventures  
**C. Garonne, F. Weygand, Euromed, Marseille** - FR

Management of Hybrid Broadcasting Model: Seeking for Public and Commercial Interests  
**S. Zilic Fiser, Université de Maribor** - SI

**13h00-15h00**  
Invited Conference  
**Robert Picard, Technical U. of Jönköping**

*Data Problems in Studying the Economics and Management of Media Enterprises.*  
**by Robert Picard - Technical University of Jönköping, SE**

**15h30-16h15**  
Panel Discussion  
Chair by Lionel Fleury, Agence France-Presse  
*Le nouveau business model des médias: apport des méthodes quantitatives.*  
The New Business Model. Are Quantitative Audience Studies a Valuable Tool?  
With the participation of:  
**Geneviève Bouché**  
Business Media Models  
**Michel Mathien**  
Université Robert Schuman  
**Hotoshi Mitomo**  
Waseda University  
**Robert Picard**  
Technical University of Jönköping
10h00-12h00  Media Market and Demand Studies  Chaired by Nathalie Sonnac, CARISM, Inst.Français de Presse, U P II
The Impact of Internet on the Market for Daily Newspapers in Italy: A Panel Approach
M. Gambaro, Milan University - IT
Quality Attributes for Newspaper Articles: a Survey
S.G.M. Schilizzi, University of Western Australia, Perth - AU, J.B. Lesourd, P.-Y. Badillo, D. Bourgeois, EJCM, Marseille - FR.
The Prism of the Media
C. Boya Guerdel, University of Montpellier I - FR
Measuring Network Effects in the Classified Ads Market.
D. de Smet, P. Van Gaysseel, KU Leuven, - BE
Household Demand for Newspapers in Norway
K. Leyland, V. Ringstad, Telemark Research Institute, - NO
Factors Influencing Web Site Revisited: Focus on User-Related Characters
S. Lee, H. Lee, Sungkyunkwan University - KR
Determinants of Movie Success on Peer-to-peer Networks.
R. Douine, Ecole Nationale Supérieure des Télécommunications - FR.

13h00-15h00  Sector and Macro Studies  Chaired by Maurizio Ciaschini, University of Macerata
The Impact of Digital Content on Macroeconomy in Japan
H. Nagano, Mitsubishi Research Institute - JP
It’s the Media Stupid? How Media Activity Shapes Local Public Spending
Ch. Bruns, D. Himler, University of Gottingen - DE
Communication and Value Added
M. Ciaschini, R. Pretoroli, C. Socci, University of Macerata - IT
Media Coverage, Public Opinion and the Business Cycle Analyzing Interactions by Vector Autoregressive Modeling
L. Hagen, Technical University, Dresden - DE
Has ICT and the New Economy ‘Cured’ Baumol’s Cost Disease?: the Case of Creative Inputs and the Media Industries
P. Preston, S. Sparviero, City University of Dublin - IE

15h30-17h30  Audience Measurement Studies  Chaired by Patrick Yves Badillo, EJCM, Université de la Méditérranée
Modelling Audience Ratings as Social Patterns of Behaviour
J. Bjur, Göteborg University - DE
Circulation and Advertising: Why Are They Not Proportional?
A. Manducchi, R. Picard, Jönköping Technical University - SE
A Tale of Two Audiences: Spectators, Television Viewers and Outcome Uncertainty
B. Buraimo, R. Simmons, Lancaster University - UK
Television Viewing Time in a Changing Television Landscape: A Time Series Analysis
M. Vergeer, R. Esinga, Radboud University - NL
The Effect of Mediated Political Scandals on Party Popularity in Norway: An Econometric Analysis
T. Midtbø, University of Bergen - NO
Mediated Data and the Popularity of Politicians: A Cointegration Study
C. Boya Guerdel, Université de Montpellier I - FR

17h45-18h30  Invited Closing Conference  Chaired by Orhan Güvenen, Bilken University
Preference for Flat-Rate Media Access Fees: A Behavioral Economics Interpretation
by Hitoshi Mitomo, Waseda University, Tokyo, JP

Our thanks to the Chancellery of Paris’ Universities