

Program of the 9<sup>th</sup> Vienna Music Business Research Days, September 12-14, 2018

## "Music Life is Live"

### Sep. 12<sup>th</sup>, 2018, 09:15-15:30: Young Scholars' Workshop

Large Conference Room at the Department of Cultural Management and Gender Studies (IKM), University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna, Austria

Find the workshop's program [here](#).

### Sep. 13<sup>th</sup>, 2018, 09:00-17:30: Conference Track Day

Joseph Haydn Hall and Large Conference Room at the Department of Cultural Management and Gender Studies (IKM), University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna, Austria

The following papers were accepted by the program committee (find the conference track day program [here](#)):

**Cuadrado-García, Manuel, Juan D. Montoro-Pons & Pablo Gonzalez-Casal** (University of Valencia, Spain): Determinants of Music Genres Preference by the Youth: An Exploratory Research

**Darias de las Heras, Victoriano** (Universidad Internacional de La Rioja, Spain): Content ID as a Solution to Address the Value Gap

**Elen, Maarten, Philippe Haldermans & Jonas KieseKoms** (PXL Music-Research, Hasselt, Belgium): Building a Data-driven System to Predict Concert Ticket Sales

**Kolokytha, Olga** (University of Vienna, Austria): Graduated Response and the Criminalisation of Consumers, Or How the Creative Industries May Be Infringing Your Rights

**Konrad, Elmar D.** (University of Applied Sciences Mainz): The Impact of Entrepreneurial Networking on Success in Music Business

**Montoro-Pons, Juan D. & Manuel Cuadrado-García**, Brand Equity and Spillover Effects of Music Festivals

**Mulder, Martijn & Erik Hitters** (Erasmus University Rotterdam, Netherlands): The Effects of Festivalisation on Value Creation in the Dutch Live Music Industry

**Schreiber, David** (Belmont University, Nashville, USA) & **Alison Rieple** (University of Westminster, London, UK): Aggrandising in the Music Industry: Establishing Legitimacy and Improving Credibility through Identity Construction

### Sep. 13<sup>th</sup>, 2018, 19:30-21:00: General Assembly of the members of the [International Music Business Research Association \(IMBRA\)](#)

Large Conference Room at the Department of Cultural Management and Gender Studies (IKM), University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna, Austria

**Sep. 14<sup>th</sup>, 2018, 09:00-17:30: Invited Conference Day**

Joseph Haydn Hall and Large Conference Room at the Department of Cultural Management and Gender Studies (IKM), University of Music and Performing Arts Vienna, Anton-von-Webern-Platz 1, 1030 Vienna, Austria

- 09:00-09:15: WELCOME
- 09:15-09:45: Keynote by **Beate Flath** (University of Paderborn, Germany): "The Political Economics of Music Festivals"
- 09:45-11:15: Panel discussion on " The Political Economics of Music Festivals": with a short presentation on "Music Festival Conferences as Live Incubators of the Music Industry" by **Detlef Schwarte** (Reeperbahn Festival Hamburg, Germany) & **Carsten Winter** (Hanover University of Music, Drama and Media, Germany). Panelists: **Axel Ballreich** (LiveKomm, Hamburg), **Peter Smidt** (Eurosonic Noorderslag Festival, Netherlands), **Martin Cloonan** (University of Turku, Finland), **Detlef Schwarte** (Reeperbahn Festival Hamburg, Germany) and moderated by **Beate Flath**
- 11:15-11:45: REFRESHMENTS
- 11:45-12:30: Keynote by **Erik Hitters** (Erasmus University Rotterdam, Netherlands): "Live Music Ecologies and Value Creation for Musicians, Industries and Cities"
- 12:30-14:00: LUNCH BREAK
- 14:00-14:45: Keynote by **Berthold Seliger** (Konzertagentur Seliger Berlin, Germany): "Empire Business or Cultural Diversity. About the Reality of the Concert Business"
- 14:45-15:00: SHORT BREAK
- 15:00-15:45: Keynote by **Alan Krueger** (Princeton University, USA): "The Economics of the International Live Music Business"
- 15:45-16:15: REFRESHMENTS
- 16:15-17:30: Panel discussion "The International Concert and Touring Business" with **Jake Beaumont-Nesbitt** (International Music Managers Forum, London, UK), **Ernst L. Hartz** (E. L. Hartz Promotion Bonn, Germany), **Harry Jenner** (Frequency Festival, Austria), **Peter Jenner** (Sincere Music, London, UK) moderated by **Berthold Seliger** (Konzertagentur Seliger, Berlin, Germany)
- 17:30: Awarding the young scholars' workshop best paper
- 20:00: Conference Heuriger (for invited guests)

Find more information [here](#).