

## Program of the 13<sup>th</sup> International Music Business Research Days at the University of Music and Performing Arts Vienna

### October 19: Conference Track

Track A (Joseph Haydn-Hall)	Track B (Fanny Hensel-Hall)
09:00-09:15 - Welcome address and introduction	
09:15-10:45: Session 1A – Artist Management and Artist Branding Chair: Erik Hitters <b>Guy Morrow</b> , University of Melbourne, Australia: Music artist managers: Remuneration, equity, and sustainability in the popular music business ecology (online presentation) <b>Morgan Benjamin &amp; Robert Prey</b> , RMIT University, Melbourne, Australia & University of Groningen, The Netherlands, Optimization and artistic identity on streaming platforms: Artist brand music and platform complementors	09:15-10:45 – Session 1B – Netlabels and the Internet of Music Things Chair: Peter Tschmuck <b>Konstantin Hondros &amp; Sigrid Quack</b> , University of Duisburg-Essen, Germany: Real digital utopias or online waiting rooms? Releasing music alternatively with netlabels <b>Elisabetta Lazzaro &amp; Luca Turchet</b> , University for the Creative Arts Epsom Campus, UK & University of Trento, Italy: Mapping the business of Internet of Musical Things
10:45-11:15: Coffee Break (Foyer Haydn Hall)	
11:15-12:45: Session 2A – The Production Network Perspective in the Music Industry Chair: Nikolaus Kraft <b>Olga Kolokytha, Raffaella Gmeiner, Milja Vriesema &amp; Suzan van Kempen</b> , University of Vienna, Austria: Smells like GPN spirit: the Global Production Network approach in different areas of the music industry <b>Anna Anetta Janowska &amp; Tove Henriksson</b> , Warsaw School of Economics, Poland & Stockholm University, Sweden: Music and power. Power relations in today's independent/ niche music industry through a global production network perspective	11:15-12:45: Session 2B – Music Business Management Courses and Eurovision Song Contest Chair: Michael Huber <b>François Abel, Nicolas Lagios &amp; Pierre-Guillaume Méon</b> , Université libre de Bruxelles, Belgium: The effect of the Eurovision Song Contest on European Union identity
12:45-14:00: Lunch Break	
14:00-15:30: Session 3A – Live Music Business Chair: Carsten Winter <b>Erik Hitters &amp; Martijn Mulder</b> , Erasmus University Rotterdam, The Netherlands: Slave to superstar. The live music industry in the Netherlands as a superstar economy <b>Manuel Cuadrado-García &amp; Juan D. Montoro-Pons</b> , University of València, Spain: Studying consumer experience in live music from a multi-sensory approach	
15:30-16:00: Coffee Break (Foyer Haydn Hall)	
16:00-17:30: Session 4A – Blockchain and NFTs in the Music Industry Chair: Daniel Nordgård <b>Rémy Guichardaza, Laurent Bach &amp; Eric Schenk</b> , Université de Strasbourg & INSA Strasbourg, France: Blockchain and NFT technologies: the future of the music industry? (online presentation) <b>Zarja Peters &amp; Phillip Cartwright</b> , IESA Institut d'études supérieures des arts Paris, France: Innovation, disruption and ownership: Perspectives on NFT technology for managing property rights in the music industry	