

INTERNATIONAL SYMPOSIUM

Belgium - Austria - Croatia - Denmark - Scotland
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PUBLIC AUTHORITIES, PRINT MEDIA AND DIGITAL TRANSITION

The Case of Small Media Markets
in Europe



Louvain-la-Neuve
9th and 10th May 2017

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Tuesday 9th May (2 pm - 6:30 pm) in **MONTESQUIEU 04**
Wednesday 10th May (9 am - 1 pm) in **MORE 53**

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Free entry with compulsory registration :
<https://pouvoirs-publics-presse-ecrite-petits-marches.eventbrite.fr>

Public Authorities, Print Media and Digital Transition: The Peculiarities of Small States

Will the print media active in small markets be successful in digital transition without specific support from the State and public authorities? Must the printed press' support systems, which have implemented for decades, be adapted to take into consideration the digital transition as well as the difficulties facing publishers whose main source of revenue remains their print circulation but who must invest in the digital media for their future ?

These questions are now essential, particularly regarding small countries and regions of Europe. The print media active in such areas has fewer resources available than that of those implanted in bigger countries. In addition, due to the limited size of their audience, they are also less able to achieve economies of scale. Depending on their market's cultural peculiarities, these publishers are more vulnerable to internationalization or commercialization phenomenon.

In 2016, the Research Observatory on Media and journalism (ORM) organized a first international conference to assess the state of the digital transition of small European markets' print media.

This year, the ORM continues its research on the digital transition of small markets and regions in Europe, focusing on the role played by the States and public authorities.

The goal of this symposium is to elaborate theoretical models that would be useful for parties involved in the print media.

FREE ENTRY WITH COMPULSORY REGISTRATION ON EVENTBRITE :
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ORGANIZERS

Observatoire de Recherches sur les Médias et le journalisme (ORM)
École de journalisme de Louvain (EJL)
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LANGUAGES

French and English

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PROGRAMME 9 MAI 2017 LECTURE HALL MONTESQUIEU 04

02:00 PM: INAUGURAL LECTURE

- Marc LITS, pro-rector of UCL (Catholic University of Louvain)
- Olivier STANDAERT (EJL/UCL), vice-director of ORM
- Frédéric ANTOINE (EJL/UCL), head of media socioeconomics division of ORM

2:30 PM: INTRODUCTIVE SESSION

- Patrick LE FLOCH (Université de Rennes 1), *Enjeux des systèmes d'aide à la presse en transition (provisional title)*

03:15 PM: SESSION 1: GENERAL ASPECTS

- Skrzypczak JEDRZEJ (Adam Mickiewicz University in Poznan) *The Role of the State in Digital Transformation. Media Policy in Terms of VAT Rates and its Impact on Printed and Electronic Press in the EU and Poland*

- Andréa GRISOLD and Daniel GRABNER (University of Vienna) *Preserving the Status Quo in Times of Change? The Role of Subsidies and Public Advertisement for the Austrian Press*

- Simon CLAUS (Université du Québec) *Accompagner la transition numérique de la presse québécoise : vers de premières aides gouvernementales ?*

04:15 PM: COFFEE BREAK

04:30 PM: SESSION 2: THE CASE OF BELGIUM

- Karin RAEYMAECKERS (UGent), *The Belgian newspaper market. Common challenges and constraining prospects in the North and in the South*

- Rémy BERSIPONT et Sandrine PUISSANT-BAEYENS (EJL/UCL) *Les pouvoirs publics dans la transition numérique de la presse écrite en Belgique francophone*

05: 10 PM: ROUND TABLE WITH BELGIAN PARLIAMENTARIES AND PUBLISHERS

- Moderator : Frédéric ANTOINE (EJL/UCL)

PROGRAMME 10 MAI 2017 LECTURE HALL MORE 53

09:00 AM: SESSION 3: SECTORAL APPROACHES

- Elsa COSTA E SILVA (University of Minho) *Portuguese national press and the State: an uneasy relationship*

- Paulo FAUSTINO (University of Porto) *Public Policies and Media Subsidies in Digital Economy: the case of regional press in Portugal*

- Gordana VILOVIC (University of Zagreb)

10:00 AM: SESSION 4: SPECIFIC ASPECTS

- Marc-Henri JOBIN (Centre de Formation au Journalisme et aux Médias), *Les aides publiques à la presse en transition en Suisse (titre provisoire)*

- Kristina JURAITE (Vytautas Magnus University) *Rethinking media literacy in a post-truth world*

- Aske KAMMER (University of Copenhagen) *State-Subsidized Media Innovation: the Danish case*

- Marina DEKAVALLA (University of Stirling) *Newspapers and the State(s) in Scotland: journalistic autonomy and digital transition in a liberal media system*

11:00 AM: COFFEE BREAK

11:15 AM: EUROPE AND DIGITAL TRANSITION: ROUND TABLE WITH EUROPEAN ACTORS

- Moderator : Frédéric ANTOINE (EJL/UCL)

12:15 PM: SCIENTIFIC CONCLUSIONS AND RESEARCH PROSPECTS

- Frédéric ANTOINE and Rémy BERSIPONT (EJL/UCL)

12:30 PM: CLOSING SESSION: M. JEAN-CLAUDE MARCOURT, MEDIA MINISTER OF FEDERATION WALLONIA-BRUSSELS (subject to confirmation)