Workshop of ECREA’s Communication Law and Policy Section  
(March 15-17, 2012)

Communication and Media Policy in the Era of the Internet and Digitization

Workshop Program

Thursday, March 15th 2012

19.00 Get Together in “Gegenüber”
Address: Barer Straße 80, 80799 Munich

Friday, March 16th 2012

Workshop Venue
Ludwig-Maximilians-Universität München
Senatssaal (1st floor, room number: E110)
Address: Geschwister-Scholl-Platz 1, 80539 Munich (historic main building)

8.00-9.00 Registration

9.00-9.30 Welcome
Maria Löblich & Senta Pfaff-Rüdiger, Organization
Hans-Bernd Brosius, Dean of the Faculty of Social Sciences
Katharine Sarikakis, Chair of ECREA Communication Law and Policy Section

9.30-10.30 Public Service Media in the Digital Age
Chair: Katharine Sarikakis
Manuel Puppis, Matthias Künzler & Thomas Steinmaurer: Public Service Broadcasting in the Digital Age: Regulation and Organizational Strategies in Ireland, Austria and Switzerland.

10.30-11.00 Coffee Break
11.00-12.30  **Sustainability and Accessibility of Infrastructures**  
Chair: Michael Latzer  
Corinne Schweizer: Regulating new Bottlenecks of Digital Television Distribution. A Policy Analysis of Instruments and Interests in the Case of Switzerland.  
Thomas Heimann: Implications of Diverging Risk Assessments in the Struggle for a “Sustainable” Communication and Media Policy.

12.30-14.00  **Lunch**

14.00-15.45  **Governance and Copyright in the Internet: Challenges for Communication Policy**  
Chair: Maria Lüblich  
Patrick Burkart & Jonas Andersson: Inside the ACTA Negotiations: A Stakeholder Enumeration.  
Katharine Sarikakis & Joan Ramon Rodriguez-Amat: Ley Sinde in Spain: A Particular Case?  
Carles Llorens & Andreea M. Costache: Analysis of two Theoretical Concepts: Media Pluralism and Media Governance. Convergent or Divergent Roads in a Digital Scenario?  
Kari Karppinen & Hallvard Moe: A Critique of “Media Governance”.

15.45-16.15  **Coffee Break**

16.15-18.00  **Theories for and the Identity of Communication and Media Policy Analysis**  
Chair: Hallvard Moe  
Johanna Jääsaari: Capturing the Dynamics of Media and Communications Policy in the Age of the Internet: The Multiple Streams Approach.  

20.00  **Dinner in „Wirtshaus zur Brez´n“**  
Address: Leopoldstraße 72, 80802 München
Saturday, March 17th 2012

9.00-10.00  Content Regulation for Television and for the Internet
Chair: Hannu Nieminen
Avshalom Ginosar: Internet Advertising: Merely a technological Revolution or a Regulatory Transformation as well?
Mira Moshe & Tal Laor: On-Demand Regulation.

10.00-10.30  Coffee Break

10.30-12.00  Norms, Goals and Principles for Communication Policy
Chair: Senta Pfaff-Rüdiger
Violaine Hacker: Who cares about media consumption as a private and public behaviour? Norms, Goals and Principles for Media Literacy.

12.00  Concluding Remarks

Workshop Website
http://www.ifkw.uni-muenchen.de/aktuelles/veranstaltungen/ecrea2012/index.html

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