

MaCCI Mannheim Centre for Competition and Innovation  
**New Media: Industry development and public policy**  
22<sup>th</sup> to 23<sup>th</sup> October 2015

**Thursday, 22 October 2015**

2:00 p. m. – 2:45 p.m.	<b>Arrival and Registration</b> <i>Fingerfood, Coffee and Drinks</i>
2:45 – 3:00 p.m.	<b>Welcome: Thomas Fetzer</b>
3:00 – 4:00 p.m.	<b>Keynote speech – Chair: Martin Peitz</b> <b>How the Internet changes media consumption</b> <b>Markus Mobius</b> , Microsoft Research
4:00 – 4:30 p.m.	<i>Coffee Break</i>
4:30 – 6:30 p.m.	<b>Panel 1 – Chairs: Thomas Fetzer and Martin Peitz</b> <b>Converging media markets – regulatory and competition challenges</b> <b>Thomas Langheinrich</b> , LFK (Media Authority of Baden-Württemberg) <b>Markus Mobius</b> , Microsoft Research <b>Tobias Schmid</b> , RTL Mediengruppe <b>Helen Weeds</b> , University of Essex
7:00 p.m.	<b>Conference Dinner (invited Speakers)</b>

**Friday, 23 October 2015**

9:30 – 11:00 a.m.	<b>Keynote Speech:</b> <b>Public service media – Five theses on public media and digitization</b> <b>Damian Tambini</b> , LSE London <b>Remark:</b> <b>Ralf Müller-Terpitz</b> , University of Mannheim & MaCCI
11:00 – 11:30 a.m.	<i>Coffee Break</i>
11:30 a.m. – 1:00 p.m.	<b>Panel 2 – Chair: Ralf Müller-Terpitz</b> <b>Reconsidering the role of public broadcasters in internet media markets</b> <b>Robert Amlung</b> , ZDF (public broadcaster) <b>Dieter Dörr</b> , University of Mainz <b>Damian Tambini</b> , LSE London <b>Helen Weeds</b> , University of Essex
1:00 p.m. – 1:15 p.m.	<b>Concluding Remark</b>