

PUBLIC SERVICE MEDIA CHAIR: Peter Dahlgren

- *Public service production in transition: Challenges for attracting the young audience*
Ulrika Sjöberg, Malmö University, Sweden & Ingegerd Rydin, Halmstad University, Sweden
- *From Mass Audiences to Networked Listeners: The Four Ages of Listener Participation*
Tiziano Bonini, IULM University of Milano, Italy
- *Producers and Audiences in the Context of Public Television in Colombia*
Alejandra Castano Echeverri, University of Medellin, Colombia/University of Leicester, UK
- *Audiences abroad and Public Service Television: The image of 'TVE International' through the opinions of Spanish emigrants*
Juan Francisco Gutiérrez Lozano, University of Malaga, Spain

PRODUCTION CULTURES CHAIR: Jane Roscoe

- *Celebrity as a global communication strategy*
Martina Schuegraf, Academy of Film and Television „Konrad Wolf“ in Potsdam, Germany
- *Awards, honours and prizes: a 'cultural value stock exchange' for media producers and audiences.*
Kim Louise Walden, University of Hertfordshire, United Kingdom
- *The Encoding Audience: Towards New Methods of Research and Collaboration in Informance Design Practice*
AnneMarie Dorland, University of Calgary, Canada
- *Swedish Producers of Child-directed Advertising: Self-representation and Audience Construction*
Carolina Martinez, Lund University, Sweden
- *Happy Cows on Instagram – An Analysis of Dairy Industry Media Strategies*
Tobias Linné, Lund University, Sweden

DRAMA CHAIR: Jeanette Steemers

- *Genre: the mediator between production and reception studies*
Ana Alacovska, Copenhagen Business School, Denmark
- *Export Patterns and Global Impact of Danish Drama Series*
Pia Majbritt Jensen, Aarhus University, Denmark
- *In the footsteps of Saga Norén Film induced tourism and tourism induced television production*
Anne Marit Waade, Aarhus University, Denmark
- *Celebrating through liveness: the relationship between the producer and their audience on live television drama*
Joanna MacDonnell, University of Brighton in Hastings, United Kingdom
- *When cultures meet: a reception study of the meaning women make in the consumption of foreign soap operas*
Delphine Ngehndab, Brunel University, United Kingdom
- *Controlling the brand: the producer, publicity and the critic*
Paul Rixon, University of Roehampton, United Kingdom

FANS CHAIR: Kristina Reigert

- *Fan Communities as Social Network Markets*
Sophie Einwächter, University of Frankfurt, Germany
- *Crowdfunding, fan labour and professionalising the amateur in the making of Terry Pratchett's Troll Bridge.*
Eve Smith, Liverpool John Moores University, United Kingdom
- *Captain of the 'ship': The production of the celebrity persona and fan policing*
Bertha Chin, United Kingdom
- *An uncouth fiesta: cult film fandom and creative audiences in San Sebastian Horror and Fantasy Film Festival*
Rosana Vivar, University of Granada, Spain
- *The Third Sphere: Finding Space for Aca-Fans in Audience/Producer Discourse*
Bethan Jones, United Kingdom

TRANSMEDIA

CHAIR: Lothar Mikos

- *Challenges and perspectives on designing an environment for distributed collaborative animation production: the case of Morevna project.*
Julia Velkova Öberg, Södertörn University, Sweden
- *'In the end they do what they want – so why even ask us?' Perspectives on the production and consumption of transmedial entertainment'*
Karin Fast, Karlstad University, Sweden
- *Transmedia Project Design Analysis of "Final Punishment"*
R. Rampazzo Gambarato, National Research University Higher School of Economics, Russia
- *From TV to other screens and back: transformation of TV viewership in context of 'media ensembles' concept*
Jakub Macek, Masaryk University, Czech Republic

TELEVISION

CHAIR: Hanne Bruun

- *Motives of Participatory Media Behaviour on Reality TV: An Empirical Study Using the Example of Popular Talent Shows*
Rihl & C. Wegener, Academy of Film and Television „Konrad Wolf“ in Potsdam, Germany
- *Social impact and/or popularity? Documentary production in the digital age*
Anna Zoellner, University of Leeds, United Kingdom
- *The Big Reunion: reuniting 'men bands' and their post-youth audience*
Simone Driessen, Erasmus University Rotterdam, the Netherlands
- *Defining 'good' religious television: the case of the Islam Channel, United Kingdom*
Nur Kareelawati Abd Karim, University of Leeds, United Kingdom
- *Blockbuster TV*
Jakob Isak Nielsen, Aarhus University, Denmark

ONLINE ENGAGEMENT

CHAIR: Maria Bakardjieva

- *Social Network Sites as privileged places for the audience. The example of Facebook*
Antonella Mascio & Roberta Paltrinieri, University of Bologna, Italy
- *Producing political online comment forums as interactive communicative spaces - citizens' communicative practices and forum technology*
Anne Möllen, University of Bremen, Germany
- *Visualizing simultaneity in the Diasporic Public Sphere of Mexicans in the United States*
Gabriel Moreno, Northumbria University, United Kingdom
- *Between Begging Journalists and Generous Audiences. Issues of Accountability, Transparency and User Participation in Crowdfunded Journalism*
S. Splendore, Università degli studi di Milano, Italy & C. Porlezza, City University London, UK
- *Engaging with blogs and blogging*
Riitta Perälä, Aalto University, Finland