

WMEMC 2021 Program

Thursday, 20 May 2021

10.30am – 10.50am	Institutional greetings Paolo Boccardelli , Dean Luiss Business School	WMEMC Plenary
10.50am – 11.10am	Welcome address WMEMC Gregory F. Lowe , Chairman WMEMC	WMEMC Plenary
11.10am – 11.25am	Break	
11.25am – 12.45pm	Parallel Session 1 – Setting the Ground for Media Research	WMEMC Room 1 - 4
12.45pm – 1.00pm	Break	
1.00pm – 1.30pm	Plenary Session 1 - Digital technologies as a key driver to support cultural and media sectors Roberto Viola , Director-General for Communications Networks, Content and Technology EU	WMEMC Plenary
1.30pm – 2.30pm	Break	
2.30pm – 3.50pm	Parallel Session 2 – Media Industry and Society	WMEMC Room 1 - 4

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10.30am – 11.00am	Plenary Session 2 - The strategic role of Italy in International partnerships for audiovisual productions Giancarlo Leone , President of the Italian association of audiovisual producers	WMEMC Plenary
11.00am – 11.30am	Plenary Session 3 - Disruptive technologies in telecommunication industry Luigi Gubitosi , CEO TIM	WMEMC Plenary
11.30am – 12.00pm	Plenary Session 4 - Digital Revolution in the Media Industry Alessandra Migliaccio , Western Europe Economy correspondent for Bloomberg News	WMEMC Plenary
12.00pm – 12.20pm	Break	
12.20pm – 1.40pm	Parallel Session 3 – Strategic Management and Performance Driver in Media	WMEMC Room 1 - 4
1.40pm – 2.30pm	Break	
2.30pm – 3.50pm	Parallel Session 4 – Evolving Business Models in Media Business	WMEMC Room 1 - 4
3.50pm – 4.50pm	Closing Assembly	WMEMC Plenary

