



AUSSEN
WIRTSCHAFT
FORUM

INTERNATIONAL MUSIC, ARTS &
BUSINESS FORUM 2019

Friday 11.10.2019

PROGRAM

(all changes reserved)

Where: Austrian Chamber of Commerce | Rudolf-Sallinger-Saal | Wiedner Hauptstraße 63 | 1045 Vienna

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und Wirtschaftsstandort und der Wirtschaftskammer Österreich

AUSTRIA IST ÜBERALL.



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09.00 – 09.30	REGISTRATION & COFFEE
09.30 – 09.40	OPENING REMARKS <ul style="list-style-type: none">• Michael Otter, AUSSENWIRTSCHAFT AUSTRIA (TBC)• Eva Maria Stöckler, DANUBE UNIVERSITY KREMS
09.40 – 10.00	INTRODUCTION MIGUEL KERTSMAN Title: „Challenges and opportunities in the international music business“
10.00 – 10.30	KEYNOTE JOHN GROVES Title: „Recent EU law changes and following revenue across the chain - defining the future in a sustainable and equitable business structure“
10.30 – 11.00	KEYNOTE THOMAS WALLENTIN Title: „Fast-expanding non-Western markets“
11.00 – 11.20	COFFEE BREAK
11.20 – 11.50	KEYNOTE SEAN HICKEY Title: „The IT music business? Big data, metrics, and music distribution“
11.50 – 13.00	PANEL DISCUSSION Title: “Achieving an equitable business modus operandi - the future of the music business is now”
13.00 – 14.00	NETWORKING LUNCH ((included)
14.00 – 14.30	KEYNOTE JUDITH MERIANS Title: “Financing IP-based content”
14.30 – 15.00	KEYNOTE EYAL BRUCK Title: “Let Creators create. AI, Technology, Marketing, Metrics and the Arts.”
15.00 – 15.20	COFFEE BREAK
15.20 – 16.30	PANEL DISCUSSION Title: „The Netflix Model: what can the music business learn from the film and interactive media businesses?“
16.30 – 17.00	INTERAKTIVE CLOSING DISCUSSION