



mainzer medieninstitut

EARCH DEVOTED WORLD How willpublic relations develop in the converging media worked and search engines — how are they developing further and what are the and crowdsourcing — to what extent does the social Internet force journalist convergence. INCREASING COMPANIES Where is advertising heading — and the progresses? FORCES Media consumers, cooperatives, tax-payers, foundations with the converging media world — and what will hes — how are they developing further and what are the consequences for the converging media world — and what will hes — how are they developing further and what are the consequences for the converging media world — and what will hes — how are they developing further and what are the consequences for the converging media world — and what will he how are they developing further and what are the consequences for the converging media world — and what will he how are they developing further and what are the consequences for the converging media world — and what will have a converging media world — and what will have — how are they develop in the converging media world — and what will have — how are they develop in the converging media world — and what will have — how are they develop in the converging media world — and what will have — how are they develop in the converging media world — and what will have — how are they develop in the converging media world — and what we have — how are they develop has a converging media world — and what we have — how are they develop has a converging media world — and what we have — how are they develop has a converging media world — and what we have — how are they develop has a converging media world — and what we have — how are they develop has a converging media world — how are they develop has a converging media world — how a converging media world — how we have a co

DAS NEUE WISSEN-SCHAFTSURHEBERRECHT

Fairer Interessenausgleich oder untauglicher Versuch?

PODIUMSDISKUSSION

mit

Prof. Dr. Alexander Peukert, Goethe-Universität Frankfurt am Main Dr. Nils Rauer, Hogan Lovells International LLP, Frankfurt am Main

sm? DIGITAL JOURNALISTS Socialnetworks and search engines – how are they developing ournalism, swarm intelligence and crowdsourcing – to what extent does the social TECHNOLOGY. The economics of media convergence. INCREASING COMPANIES Where is advertising vehicle while media convergence progresses? FORCES Media consumer

19. OKTOBER 2017, 16.00 UHR HS VII (ALTES REWI)

Informationen und Anmeldung (bis 12. Oktober 2017)

WWW.MEDIENKONVERGENZ.UNI-MAINZ.DE/MAINZMEDIAFORUM







listi hav t fo

TISIN alism tisin al fo

IGITA alisn GY Th

while while while which will be already and the second and the sec

swan nomic

SEARO twork ce an

med

rgenc WORI ngine

EASIN Medi