



MALLEN CONFERENCE 2021- VIRTUAL

**Organizers S. Abraham Ravid, Olav Sorenson
and Thorsten Hennig Thureau**

Dates: November 18 and 19; 11 am to 3 pm EST on Zoom.

The conference will run from 11-3 on both days. Please find the Zoom invitation below. Each presenter will have a half hour and can split that time anyway they want – questions at the end or during the presentation (we recommend the latter, with some control). During the break and at the end of each day, the Zoom room will stay open for free discussions, with a possibility for breakout rooms for chatting in smaller groups.

Schedule

NOVEMBER 18

11-1115 Introductions

1115-1145 **S. Abraham Ravid, Syms School Yeshiva University** “Technological Change and Career Concerns – Evidence from Directors' Choice of Film vs Digital Cinematography” (with Filippo Mezzanotti, Northwestern, Grant Goehring, Boston University)

1145-1215 **Jieqiong Zhang, Tianjin University** “Content Analysis of Consumer versus Critic Reviews”

1215-1245 **Liu Liu, University of Colorado** “Categorical Learning via Poster Image Analysis”

1245-115 Break

115-145 **Ricard Gil, Queens University** “Political Backlash and Consumer Boycotts: Movie Demand in Quebec” (with Jingyi Xing, Wuhan University)

145-215 **Rick Gretz and Pallav Routh, University of Texas, San Antonio** “The Impact of Network Homogeneity on Platform Engagement in Video Game Systems” (with Daniel Kaimann, Erasmus)

215-245 **Dan Mirvish (Director, founder Slamdance)**

NOVEMBER 19

11-1130 **Jeff Korchek, Executive VP Sony Pictures**

1130-1200 **David Offenber, LMU**, “How Are Films Financed?”

1200-1230 **Thorsten Hennig Thureau, University of Munster** “When to Sell Your Film to Netflix: A Revenue Maximization Model for Media Content in the Streaming Age” (Joint with Ronny Behrens Münster University and Paul-Vincent Mayr and Raoul Kübler)

1230-100 Break

100-130 **Barak Orbach, University of Arizona** “The Streaming Wars: A New Wave of Consolidation and Integration”

130-200 **Gigi Johnson, Marmel Institute** “Pandemic Disruption: Rethinking Music, Video, Streaming, and Community” (with Storm Gloor, University of Colorado)

200-230 **Rouven Seifert, University of Hamburg** “The Role of Public Financial Support on Market Success in Cultural Industries” (with Michel Clement, University of Hamburg; Alexa Burmester; Thorsten Hennig-Thurau; and Marco Caliendo)

230 Concluding remarks and discussion of the changes in the Mallen organization.