



The
**BRITISH
UNIVERSITY
IN EGYPT**

FACULTY OF COMMUNICATION
AND MASS MEDIA



Media Business Models
Trends & Challenges

SEVENTH INTERNATIONAL CONFERENCE

Media Business Models: Trends & Challenges

Cairo, 16th & 17th of April 2024

Call for Papers

With 60% of the population being under the age of 30, the Middle East and North Africa (MENA) is one of the 'youngest regions' in the world and therefore constitutes an important growing market for international companies. Amongst those pushing into this market are not only multinational media corporations such as Netflix and Google, but also medium and small enterprises as well as numerous media and technology start-up companies. On the one hand, there is a high demand for all these participants to understand this market better. On the other hand, there is a high demand for media researchers to better understand the effects of these activities on society and media audiences. Therefore, there is a need to understand better the production context of the region, its political, legal and cultural conditions, the state of its technical infrastructures, and the nature of its audiences.

The Faculty of Communication and Mass Media at the British University in Egypt is proud to organise the international conference 'Media Business Models: Trends & Challenges' in Cairo, Egypt, over 16th and 17th April 2024. To instigate a stimulating debate and to facilitate the transfer of knowledge, we call for papers from media professionals, entrepreneurs and experts who work on improving the media industries in this era of convergence.

The fundamental goals of the Media Business Models Conference 2024 are to (i) explore innovative ideas for media business, (ii) provide success stories and best practices of convergent media business, and (iii) promote dialogue between academia, professionals and other stakeholders in the media industry.



We invite proposals relating to the following topics and sites of innovation:

- Creative ideas for funding Public Service Media.
- Business models of New Media market.
- Challenges of start-ups media business.
- Content as a leading element of enhancing the media market.
- Managing convergent media projects.
- Trends of the entertainment media industry in the digital era.
- From utopia to business: Dealing with media industry.
- Researching the media market: Business as usual.
- Political economy of the media: is there something new?
- Streaming services – video and audio.
- New developments in digital media.

WHO SHOULD ATTEND

Scholars, faculty members, professionals, media entrepreneurs, policy makers, development professionals, PhD/MPhil researchers, research fellows, and associates are invited to deliver presentations and share research findings, programmes, and stories of changes.

LOCATION AND MAJOR ACTIVITIES

The conference will take place over 16th and 17th April at the British University in Egypt, Cairo. It is expected that at least 100 scholars, professionals, media businesspeople and policy makers will join for this two-day conference of learning, networking and sharing experiences. The key activities include plenaries, breakout sessions, and poster presentations.

KEY DATES

Abstract Submissions Opens	February 8 , 2024.
Abstract Submission Deadline (Max 300 Words)	February 28 , 2024. (23:59)- Cairo Time
Abstract Acceptance Notification	March 6 , 2024.
Paper Submission (4000 Words)	April 1 , 2024. (23:59)- Cairo Time
Submission of PowerPoint Slides	April 7 , 2024. (23:59)- Cairo Time
Conference- 2024	April 16 & 17 , 2024.

ABSTRACT SUBMISSION RULES

Please read the following submission rules before submitting an abstract:

- Abstracts should be maximum of 300 words covering including the title, author's name and affiliation, and the key argument of your paper covering one or more of the conference themes or related topic.
- Abstracts must be original and must not be or have been published, nor presented at any national/international seminars; prior to the conference Media Business Models: Trends & Challenges.
- The presenting authors are expected to attend the Conference and present their abstracts. Presenting authors of abstracts must be registered participants. The same person may serve as a presenting author for up to 2 abstracts.
- The presenting author is required to ensure that all co-authors are aware of the content of the abstract before submission.
- All abstracts must be submitted and presented in clear English or Arabic.
- All submitted abstracts will be forwarded to the Committee for review. Notifications regarding acceptance or rejection of the paper will be sent once the review process is complete.

GUIDELINES FOR SUBMISSION

Before you begin, please consider the following information:

- Abstracts may be submitted via email at FCMM.conference@bue.edu.eg
- The Subject of the email should be your last name_Conference. (Example: Schulz Conference_2024).
- Abstracts submitted through the Facebook page inbox or by fax will not be accepted.
- Abstracts must be received by the announced deadline. Abstracts received after the deadline will not be considered.
- Please do not submit multiple copies of the same abstract.
- The participants can delegate another presenter to deliver their paper(s) if they are not able to attend.
- You will receive a confirmation that your abstract has been received, indicating the abstract number which has been allocated to it. Please refer to this abstract number in all further correspondence regarding the abstract.
- Please write the author's contact details: (Email address, full postal address, Phone number).
- Specify the preferred presentation type from one of the following: Oral presentation or poster presentation (with time for presentation).
- Author and co-authors' details (maximum of 2 authors): (Full first and family name(s))
- Affiliation details: department, institution / city, state (if relevant), country
- Abstract title: Limited in UPPER CASE.
- Abstract text: Limited to 300 words.
- Abstract topic: Abstracts must relate to a specific topic from the Conference Themes. Please choose from the list of topics.