
Program

WEDNESDAY 23. JANUARY

13.00-14.30: Introduction

Welcome, *Jonas Ohlsson*, director of Nordicom

Keynote: **Digital news subscriptions: Who pays for news? What do they pay for? How to make them pay?** *Greg Piechota*, Oxford University and Harvard Business School

14.30-16.00: Paper session I

1. Beyond audience metrics: From clicks and time spent to authentic engagement

Carl-Gustav Lindén and *Katja Lehtisaari*, University of Helsinki, *Mikko Villi*, University of Jyväskylä and *Mikko Grönlund*, University of Turku

2. Audience behaviour behind the paywall *Ingela Wadbring*, Mid Sweden University

3. Online news monetization strategies and models of newsroom organization in the Francophone Belgian local press *Frédéric Antoine*, *Olivier Standaert* and *Rémy Bersipont*,

UCLouvain

16.00- 16.30: Coffee break

16.30-18.00: Paper session II

4. Is it worth paying for it? An analysis of the exclusiveness of the content behind the paywall of French and German newspapers *Barbara Brandstetter*, Neu-Ulm University of Applied Sciences

5. Decision making, garbage cans and ads behind the paywalls *Mona K. Solvoll*, BI Norwegian Business School

6. Swiss media groups digital strategies: "googlization" versus journalism? *Patrick-Yves Badillo*, Geneva University and *Dominique Bourgeois*, University of Fribourg

18.00 Buffet dinner

THURSDAY 24. JANUARY

08.30-10.00: Paper session III

7. Commentary crisis: Political commentators behind paywalls *Tellef S. Raabe*, University of Cambridge

8. Understanding young adults' relationship to small town news and paywalls *Ragnhild K. Olsen*, BI Norwegian Business School

9. How paywalls form institutionalized audiences *Thomas Owren*, University of Stavanger

10.00-10.30: Coffee break

10.30-12.00: Paper session IV

10. Digital subscriptions raised via platforms: To what extent they empower news companies and their revenue? *Merja Myllylahti*, Auckland University of Technology

11. Civic and business implications of user payment on local news websites *Aske Kammer*, IT University of Copenhagen, *Ragnhild K. Olsen* and *Mona K. Solvoll*, BI Norwegian Business School

12. Entry deterrence strategies in the news media market: A game-theoretic model on paid-for news and some provisional evidence from Austria *Paul Clemens Murschetz*, Alpen-Adria-Universität Klagenfurt (AAU)

12.00-13.00: Concluding discussion

Future publications and collaborations