



Digital Media 2.0: future challenges for the media, sport and entertainment industries – Médias Numériques 2.0: nouveaux défis pour les médias et l'industrie du sport et du spectacle, AIJA, Lisboa : 2007, Powerpoint presentations,

Contents

VALENTE Mario, The Impacts of Web 2.0 and Social Software, 34 pages

TARRAGO Thais, Legal Aspects and Requirements for the Creation and Exploitation of a cal Web 2.0 Business: a Online User-Interactive Music Service, 13 pages

KROGMANN Mario, Protecting and Enforcing IP rights on Web 2.0, 6 pages

FRIEND Sara, Protecting the greatest show on Earth: the implementation of the London 2012 Olympic Games Brand Protection Programme, 24 pages

OLIVETO Mario, Dos and Don'ts of Sport Marketing. How to build a successful sponsorship strategy, 40 pages

ABITBOUL Cyril, Marketing at 300 km/h: An insight into the world of Formula 1, 22 pages

ABRAMOVITCH Susan, The Evolution of Music and Law in the Digital World, 41 pages

MARX Peter, Is the Internet still a free harbour for music pirates? 57 pages

WILLHEIM Johannes, The Rules on Advertising in Audiovisual Services, 28 pages

DENNIS Gary, Impact of the European Audiovisual Media Services Directive on broadcasting – what is new? 8 pages

DELIQUIET Heloise, Recent developments in the film industry, 17 pages

GEVAERTS Eva, Building trust in e-business through self-regulation, 20 pages

ZOLL Anne, Building trust in e-business through self-regulation, 20 pages

BOND Robert, Second Life: Just a game or a taste of things to come? 37 pages.

CAMARA Antonio, The Ydreams Experience, 27 pages