

Preface

This book was motivated by the current transformation towards digital media houses, which disrupts current media industry business models. In particular, we wanted to advance the research field of information systems in media industry. This resulting book is based on several activities which we have been conducting in the past, and are still undertaking:

- Association for Information Systems (AIS) Special Interest Group (SIG) eMedia <https://aisnet.org/group/SIG-eMedia>
- European Conference on Information Systems (ECIS) Track: IT in Media Industry
- Pacific Australasian Conference on Information Systems (PACIS) Track: IT in Media Industries

The editors wish to thank all the authors contributing time and efforts to the development of this edited book and contribute to the epistemology of information systems research in media industry. We especially like to pinpoint to the following resources, if you wish to advance your knowledge in this domain:

- Book webpage and eMail list: www.artur-lugmayr.com
- Email list: http://mail.ambientmediaassociation.org/mailman/listinfo/ais-sig-emedial_ambientmediaassociation.org
- Introduction publications: we advise the following publications as starting point for readers in this domain: [1], [2], and [3]

Authors submitted their initial chapters in form of abstracts. The editors of this book invited the most promising chapters for a full chapter submission. These chapters underwent a double-blind review process. We therefore would like to thank all the reviewers for their valuable work and input and fruitful suggestions. From the 30 submitted chapters, 16 chapters made it into the book. It is to state that two chapters have been invited from the ECIS Track ‘IT in Media Industry’, organized by Cinzia Dal Zotto and Artur Lugmayr in 2015, which leads to an acceptance rate of roughly 50%.

We also would like to thank Springer-Verlag for the very fruitful and easy cooperation, especially for their patience for waiting for the final volume.

As editors, we hope you will be enjoying the fascinating contributions to the book.

- [1] Lugmayr, A. (2013). Brief introduction into information systems and management research in media industries. In *2013 IEEE International Conference on Multimedia and Expo Workshops (ICMEW)* (2013) (pp. 1–6).
- [2] Lugmayr, A., & Zotto, C. D. (2015). Convergence is not King—The tripe convergence, coexistence, and divergence is King. In A. Lugmayr, & C. D. Zotto (Eds.), *Media convergence handbook (Vol. 1): Journalism, Broadcasting, And Social Media Aspects Of Convergence And Media Convergence Handbook (Vol. 2): Firm and user perspective*. Springer.
- [3] Lugmayr, A. et al. (2016). A comprehensive survey on big data research and it's implications—What is really 'new' in big data? It's cognitive big data. In *Proceedings of the 20th Pacific-Asian Conference on Information Systems (PACIS 2016)* (2016).

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