



10th NATIONAL MEDIA CONCLAVE 2026

• **MEDIA ECONOMICS** •

A DECADE OF IDEAS, A FUTURE OF POSSIBILITIES

21-23 NOVEMBER 2026
BHUBANESWAR, ODISHA

www.inmc.org.in



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ABOUT THE CONCLAVE

The media industry is undergoing a profound economic transformation. Traditional revenue models based primarily on advertising, circulation, subscriptions and broadcasting are being disrupted by digital platforms, social media, streaming services, artificial intelligence (AI) and changing patterns of audience consumption. Media organisations are increasingly operating within a complex ecosystem where technology companies, advertisers, content creators, audiences and regulators compete and collaborate to shape the production, distribution and monetisation of information and entertainment.

The emergence of platform-based media has fundamentally altered the economics of content. Search engines, social media platforms, video-sharing services and streaming platforms have become important intermediaries between media producers and audiences. At the same time, data-driven advertising, algorithmic recommendation, influencer marketing and the creator economy have created new sources of revenue while raising questions about platform dependency, audience commodification, privacy and market concentration.

AI has added another major dimension to this transformation. Generative AI is increasingly being used for content production, translation, editing, recommendation and audience analytics. While these technologies offer opportunities to reduce costs and improve efficiency, they also raise concerns about employment, copyright, authenticity, misinformation and the future of professional media work.

The economic challenges facing journalism are equally significant. Declining advertising revenues, increasing dependence on digital platforms, competition for audience attention and changing consumer willingness to pay have created questions about the long-term sustainability of news organisations. These challenges are particularly important for local, regional, vernacular and community media, which often operate with limited financial resources despite their important role in representing diverse communities.

Media economics is therefore no longer confined to questions of revenue and profitability. It encompasses issues of ownership, power, labour, technology, regulation, public interest, access, cultural diversity and democratisation is essential for developing sustainable and socially responsible media systems.

The economics of media is increasingly intertwined with technology, politics, culture and society. As traditional media systems encounter unprecedented disruption and new digital ecosystems emerge, there is an urgent need to rethink how media organisations create value, generate revenue, employ professionals and serve the public interest.

Against this backdrop, the decadal edition of **National Media Conclave-2026** will provide a multidisciplinary platform to critically examine these transformations and explore pathways towards sustainable, inclusive, innovative and socially responsible media economies. It will provide a national forum for researchers, academics, media professionals, policymakers, industry practitioners and students to examine the changing economic landscape of media.



OBJECTIVES

- Examine emerging trends and transformations in the economics of traditional, digital and platform-based media.
- Analyse the impact of AI, automation, OTT, social media and digital platforms on media production, distribution and consumption.
- Explore emerging and sustainable business models for journalism, entertainment, regional and community
- Critically examine media ownership, concentration, corporate power and the political economy of communication.
- Discuss the economic implications of data-driven advertising, audience measurement, attention markets and the creator economy.
- Identify pathways towards economically viable, technologically adaptive and socially responsible media systems.

EXPECTED OUTCOMES

- Creation of a platform for sharing contemporary research, theoretical perspectives, empirical findings and industry experiences related to media economics
- Development of academic and interdisciplinary collaborations among researchers, institutions and media organisations.
- Generation of evidence-based recommendations on media regulation, competition, digital platforms, copyright and sustainable media development.
- Identification of emerging and potentially sustainable business and revenue models for media organisations and independent creators.
- Greater understanding of how AI, automation, data analytics and platform technologies are reshaping the media economy.
- Greater attention to the economic sustainability and technological development of regional, vernacular and community media.
- Recognition of emerging challenges relating to employment, professional skills, gig work and automation in the media sector.

SUB-THEMES

Six thematic sub-tracks

TRACK-1 : Media Markets Business Models & Sustainability

1. Monsterization of technology, cultural conundrums, and Gen-Z
2. Changing Business Models
3. News Media Economics
4. Media Entrepreneurship & Emerging Media Markets
5. Future of Media Economics
6. Digital platforms and SDG communication
7. Communication for Social Transformation and Sustainability

TRACK-2 : Digital Platforms AI & the Creator Economy

1. Digital Transformation
2. AI and Media Economics
3. Social Media & Creator Economy
4. OTT, Digital Streaming & Audience Economics
5. AI for Inclusive Growth and Viksit Bharat @ 2047
6. AI-fostered communication for sustainable development

TRACK - 3 :Media Ownership Power & Political Economy

1. Media, Democracy and Dynamics of Political Order
2. Media Ownership & Concentration
3. Media Economics, Politics & Power
4. Media as a Public Good
5. Media Democratization & New Social Movements
6. Gender, media power and democratic communication
7. Knowledge Society & Mediated Politics

TRACK - 4 :Advertising, Data, Attention & Information Economy

1. Digital advertising and audience commodification
2. Data-driven media & privacy
3. Economics of Misinformation & Disinformation
4. Economics of attention and audience behavior
5. Gender stereotypes in commercial media
6. Post-advertising media models

TRACK- 5 : Media Policy, Regulation Labour & Intellectual Property

1. Technology, Platformisation, & Media
2. Media Regulation & Competition
3. Media Labour & Gig Economy
4. Copyright & Intellectual Property
5. Platform Regulation
6. Gender and media policy
7. Online violence and platform regulation

TRACK- 6 :Regional, Public & Inclusive Media Economies

1. Regional & Vernacular Media
2. Rural & Community Media
3. Identity, Culture and Representation
4. Public Service Media
5. Media Economics in India
6. Digital Inclusion & Global South
7. New International Communication Order



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Assistant Professor, Mass Communication
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CALL FOR PAPERS

We invite academicians, professionals, scholars to send their research abstracts and papers as per the sub-themes. The paper should fall under any of the sub-themes. An abstract must include the central thrust of the paper, methodology, findings, keywords, and should not be more than 400 words (12 Times New Roman font size with 1.5 line spacing). The size of the full paper must not exceed the word limit of 5000 including footnotes and references.

The abstract has to be submitted online only (<https://forms.gle/dqiT38DA4mJqxADA7>). Once an abstract is selected, the participant shall be communicated to send their full paper to e-mail: nmcbbbsr@gmail.com

An abstract booklet will be published and released in the inaugural ceremony.

IMPORTANT DATES

Last Date of Receiving Abstract:	Acceptance Notification:	Last Date of Registration:	Last Date of Receiving Full Paper:
September 30	October 6	October 10	October 31

REGISTRATION



Visit: <https://inmc.org.in>

A participant is required to submit the registration form after acceptance of the abstract. Kindly visit the conclave website for submission of abstract & full paper, and registration.

Last Date of Registration is October 10

REGISTRATION FEE

Category	Without Accommodation (INR)	With Accommodation (INR)
Research Scholars / Students	₹1500	₹4000
Academicians	₹3000	₹5500
Delegates from Corporate / NGOs	₹4000	₹6500
Spouse	₹2000	₹4500

PAYMENT MODE

Registration is considered completed only after the full payment is received. All payments related to National Media Conclave shall be transacted through the online payment system/UPI. In case of any difficulty, you can write to us. There is no refund policy for cancellation. Please note that the Conclave is not responsible for any bank charges.

Account No: 80041010000773
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Bank Name: Canara Bank
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MICR Code: 751015004



Note: Please send transfer details by e-mail once the payment is made at nmcbbbsr@gmail.com

REGISTRATION ENTITLEMENTS

- Opening Ceremony
- 3-day lunch and dinner
- Certificate of Participation
- Plenary/Technical Sessions
- Cultural Programme
- Conference Kit
- Abstract Book
- Closing Ceremony

BEST RESEARCH PAPERS

Research scholars, faculty members and practitioners are encouraged to develop theoretically grounded empirical research papers. The six best research papers shall be selected on the basis of the quality of the abstract, full paper and presentation in NMC through the peer review process.

- The first best paper will get ₹3000
- The next two best papers will get ₹2000 each.
- The last three best papers in the series will get ₹1000 each.

POST-CONCLAVE PUBLICATION



The selected quality papers shall be considered for the double-blind peer reviewed quarterly journal - MEDIA & COMMUNICATION (ISSN: 3048-605X).

BOOK RELEASE



The Conclave will host the RELEASE OF BOOKS related to media and allied disciplines. The authors and/or publishers can submit their request for release of their books. Each book release shall be given 10 minutes time and chaired by an eminent academician / practitioner (to be decided by a committee in consultation with the author/ publisher). This event shall be a sponsored event. The Conclave shall encourage the provision of special price of such books for the conclave delegates.



PROF. SUNIL KANTA BEHERA MEMORIAL LECTURE

In the memory of renowned media academician Prof. Sunil Kanta Behera, there shall be a memorial lecture delivered by prominent media educators during the conclave. The details of the Fourth Memorial Lecture will be announced later on.

ORGANISERS



Institute of Media Studies
...since 1994

Institute of Media Studies (IMS), Utkal University was established in 1994. Over these years, IMS has steadily evolved into a well-known academic institution and

committed to excel in the higher education foraying into diversified disciplines of learning. Since its inception, it has been producing trained media, social, financial and industrial professionals while the institute has blossomed into a center of excellence in media and social studies.

The institute has a state-of-art campus in the heart of Bhubaneswar. Known for its creative dynamism and flexibility, the IMS offers academic programmes blending skill development and value orientation to shape the career of students. The institute has a state-of-art campus in the heart of Bhubaneswar.

The IMS has been organising the India's biggest media academic extravaganza, the National Media Conclave (NMC), since 2017.



UTKAL UNIVERSITY
NAAC A+ ACCREDITED

Established in 1943, Utkal University occupies a foundational place in the higher education landscape of Odisha, emerging from an early generation of public universities that helped shape the intellectual architecture of modern India. Headquartered at its Vani Vihar campus in Bhubaneswar-spread across a sprawling ecosystem of 460 acres enriched by nature's bounty-and complemented by the Utkal University Rural Campus at Chandikhole, spread over 66 acres, the first university of the State anchors an extensive academic network of nearly 430 affiliated colleges across Odisha. Embedded within the dynamic intellectual geography of South Asia, it aspires to evolve as a global destination for higher learning. Offering 47 academic programmes across diverse disciplines including Social Sciences, Natural Sciences, Pharmaceutical Sciences, and Management and extending from UG to doctoral levels, the university reflects a wide spectrum of academic engagement.

CONCLAVE VENUE



**KIMS Auditorium.
KIIT University Campus,
Bhubaneswar, Odisha**

CONTACT US

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9861977068
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CONCLAVE MODE: The Conclave shall be held in an offline mode only.

TRAVEL SUPPORT:

Participants have to bear the travel expense on their own as there is no travel support from the Conclave side.