Goldmedia Thesis Award in

Media Economics

In 2021 for the sixth time, the consultancy and research group Goldmedia hands out the "Goldmedia Thesis Award in Media Economics". Goldmedia's consulting and research is focused on the areas of media, entertainment, sports business and telecommunication.

Graduates who have finished their degree this or the previous year (BA, MA, MBA, Diploma, Staatsexamen, Dissertation etc.) are eligible to apply for the award online.

A focus on **current topics in media economics** is a precondition for the application. Goldmedia accepts theses written in either German or English from various disciplines, amongst them communication studies, journalism, media economics, media management, media law, business studies, economics, information science, media informatics and others.

A jury formed by the management and associate partners of Goldmedia will decide on the award winners. The decision will be based on the following criteria:

- Timeliness of research results
- Originality and innovativeness of the work
- Scientific methodology
- Potential use of research results

The award is endowed with 1,000 Euro and can be distributed among a maximum of three winners. On this occasion Goldmedia will publish the names of the winners, the respective universities, the title and the abstract of the thesis. Any further information will only be published with prior consent.

Please send your informal application via email. **The following documents need to be provided in digital form (pdf):**

- Copy of the thesis
- CV
- In case your thesis was written in cooperation with a company, please submit written approval of the application

Closing date is September 30, 2021.

Applications can be submitted **only via email** to: Preis@Goldmedia.de

Further information (incl. data protection): **www.Goldmedia.com/award**

In cooperation with Media Tasting: The winners will also receive a free day ticket for the Media and Innovation Congress 2022.

MEDIA TASTING

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