

Goldmedia Theses Award in Media Economics

In 2025, the consulting and research group Goldmedia will present the **Goldmedia Award for Innovative Academic Theses in Media Economics** for the 9th time. Goldmedia specializes in topics related to information, communication, media, and entertainment markets, as well as the associated digital infrastructures and services.

Graduates who have completed their degree (Bachelor's, Master's, Diploma, Magister, State Examination, Doctorate, MBA, etc.) in the year of the announcement or the preceding year are eligible to apply online with their thesis.

A clear connection to **current media economic issues** is a prerequisite for submission. The call is open to German and English-language theses from various disciplines, including journalism, communication studies, media economics, media management, media law, business administration, economics, information science, and media informatics.

A jury composed of representatives from Goldmedia's management and partners will evaluate submissions based on the following criteria:

- Relevance of research findings
- Originality and degree of innovation
- Scientific methodology
- Practical applicability of research results

The award carries a total prize of €1,200, which may be distributed among up to three winners. As part of the award ceremony, Goldmedia will publish the winners' names, universities, thesis titles, and a summary of their work. Any additional publication will require explicit consent.

The following documents must be submitted in digital form (PDF format):

- A copy of the academic thesis
- A tabular CV
- For theses linked to companies: approval from the respective company

Please submit your application by email only to: preis@goldmedia.de

The submission deadline is April 30, 2025.

