

## JOURNÉE D'ÉTUDE INTERNATIONALE

Université de Lorraine, Metz, 16 Mars, 2016

Salle D402, 4<sup>ème</sup> étage (salle de séminaire de la MSHL)

### La presse quotidienne gratuite en Europe 1995-2015

### The Free Daily Press in Europe 1995-2015

**09h15** Accueil des participants

**09h30** Jacques WALTER, Université de Lorraine (France),  
*Allocution d'accueil des participants / Welcome to the participants*

#### Futur des quotidiens gratuits dans l'environnement numérique The Future of the Free Daily Press in the Digital Environment

**Modération :** Christian Lamour (Luxembourg Institute of Socio-Economic Research)

**09h40** Ingela WADBRING, University of Gothenburg / Mid Sweden University, Sundsvall (Sweden),  
*A Challenged Challenger : The Battle between Free Dailies and Smartphones*

**10h00** Daoud DJEFAFLA, University of Biskra (Algeria),  
*The Algerian Internet Users as Readers of the French Free Dailies.  
The Questioning of Legacy, Digitalization and Globalization.*

**10h20** Débat / Debate

**11h00** Pause / Break

#### Journaux gratuits, enjeux commerciaux et question du professionnalisme journalistique Free Dailies, Economic Issues and the Issue of Journalistic Professionalism

**Modération :** Loïc Ballarini (Université de Lorraine)

**11h20** Kirsten SPARRE, University of Aarhus (Denmark),  
*Discussing Journalistic Quality in Free Newspapers : A Case Study of MetroXpress.  
The Danish Newspaper with 514,000 Daily Readers.*

**11h40** Matthieu LARDEAU, Université de Clermont Auvergne, Université Blaise Pascal (France),  
*20 Minutes France, the reaffirmation of a commercial economic model :  
From the domination of editorial logic to the domination of the commercial one*

**12h00** Débat / Debate

**12h30** Repas / Lunch

#### Rôle de la presse quotidienne gratuite dans l'espace public médiatisé The Role of The Free Daily Newspapers in The Mediated Public

**Modération :** Christian Lamour (Luxembourg Institute of Socio-Economic Research)

**14h30** Marie-Isabell LOHMANN, Austrian Academy of Sciences,  
*Can the Free Daily Press Provide Public Value ?*

**14h50** Michael DAHAN et Mouli BENTMAN, The Hebrew University of Jerusalem, Sapir College (Israel),  
*The Ripple Effects of a Partisan, Free Newspaper: Yisrael Hayom as Disruptive Actor.*

**15h10** Débat / Debate

**15h40** Audrey ALVÈS et Loïc BALLARINI, Université de Lorraine (France),  
*Synthesis of the Discussions and Next Steps*