

Konference Screen Industries in East-Central Europe se zaměří na aktuální trendy z oblasti online distribuce audiovizuálního obsahu

Sedmý ročník konference Screen Industries in East-Central Europe (SIECE) zaměří pozornost na aktuální trendy z oblasti online distribuce audiovizuálního obsahu. Mezi hlavní témata bude patřit také fenomén internetových televizí nebo strategie Evropské komise pro jednotný digitální trh.

Zatímco většina současných diskuzí se zaměřuje na Spojené státy, Asii nebo největší nadnárodní korporace, konference SIECE 7 nabízí perspektivu malých a periferních (z hlediska populace, jazyků, infrastruktur, kapitálu) mediálních trhů. Otevírá tak prostor novým pohledům a přístupům k průmyslovým trendům a kulturně-politickým otázkám.

Konferenci pořádají Filozofická fakulta Univerzity Karlovy a Univerzita Palackého v Olomouci ve spolupráci s Českou společností pro filmová studia a Národním filmovým archivem.

Konference se uskuteční za podpory projektu "Kreativita a adaptabilita jako předpoklad úspěchu Evropy v propojeném světě" (reg.č.: CZ.02.1.01/0.0/0.0/16_019/0000734) financovaného z Evropského fondu pro regionální rozvoj.

Vstup na konferenci je volný, konferenčním jazykem je angličtina.

kdy: 22.–23. května 2018

kde: Národní filmový archiv, kino Ponrepo,
Bartolomějská 11, Praha 1

událost na Facebooku

plakát s programem (PDF)

SEVENTH ANNUAL SCREEN INDUSTRIES
IN EAST-CENTRAL EUROPE CONFERENCE:
ONLINE DISTRIBUTION AND INTERNET TV
AN ICA PRE-CONFERENCE

22-23 MAY 2018,
NATIONAL FILM ARCHIVE, PONREPO CINEMA
PRAGUE, CZECH REPUBLIC

The Seventh Annual Screen Industries in East-Central Europe Conference (SIECE) investigates historical and contemporary dimensions of the region's audiovisual media industries from all angles - local, transnational, economic, cultural, social, and political - and through a broad range of original scholarship delivered in the form of conceptual papers and empirical case-studies.

CONFERENCE ATTENDANCE IS FREE.
THE OFFICIAL LANGUAGE IS ENGLISH.

CONFERENCE VENUE
Ponrepo Cinema, Bartolomějská 11, Prague

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European Structural and Investment Funds
Operational Programme Research,
Development and Education

MŠMT
MINISTRY OF EDUCATION,
YOUTH AND SPORTS

FF UK

Palacký University
Olomouc

CEFS
ČESKÁ SPOLEČNOST
PRO FILMOVÁ STUDIA

NEA

The conference was supported by the European Regional Development Fund-Project
"CREATIVITY AND ADAPTABILITY AS CONDITIONS OF THE SUCCESS OF EUROPE IN AN
INTERRELATED WORLD" (No. CZ.02.1.01/0.0/0.0/16_019/0000734).

PROGRAM SCHEDULE

DAY 1: TUESDAY 22 MAY PONREPO CINEMA

10:30 WELCOME AND OPENING REMARKS

11:00 PANEL 1: THE DIGITAL SINGLE MARKET STRATEGY

AND SMALL EU MARKETS

Chair: **GILLIAN DOYLE** /University of Glasgow/

- » **MARCIN ADAMCZAK** /Adam Mickiewicz University/: Digital Single Market – Fulfilled European Dream or the New Nightmare?
- » **ULRIKE ROHN** and **HENRY LOESER** /Tallinn University - Baltic Film, Media, Arts and Communication School/: Understanding the Digital Single Market Initiative from a Small Market's Perspective - a Case Study in Estonia
- » **PAVEL ZAHŘÁDKA** /Palacký University Olomouc/: This Video Is not Available in Your Country: Geoblocking as the Protection of Cultural Diversity in Europe?
- » **RADIM POLČÁK** /Masaryk University/: Regulatory Paradoxes in Digitised Cultural Heritage
Respondent: **PAUL STEPAN** /FOKUS - Institute for Cultural and Media Economics/

LUNCH BREAK

14:00 PANEL 2: INNOVATION IN ONLINE DISTRIBUTION

Chair: **IRA WAGMAN** /Carleton University/

- » **PAUL STEPAN** /FOKUS - Institute for Cultural and Media Economics/: Copyright, Innovation and Inertia – Digitalization of the Film Industry
- » **PATRICK VONDERAU** /Stockholm University/: Spotify Teardown: Risk-Taking in Media Industries Research
- » **BALÁZS VARGA** /Eötvös Loránd University/: Ants and Giants: Formal and Informal Practices of Online Film Circulation in Hungary
- » **JAN HANZLÍK** /University of Economics Prague/: "A Paradise of Diversity"? Current Curatorial Strategies of VOD Platforms in Czechia
Respondent: **PHILIP DRAKE** /Queen Margaret University/

COFFEE BREAK

16:00 KEYNOTE 1

Chair: **PAUL STEPAN** /FOKUS - Institute for Cultural and Media Economics/

- » **GILLIAN DOYLE** /University of Glasgow/: Television Distribution in the Digital Era: PSBs, SVoDs, Content and Sustainability

COFFEE BREAK

17:45 PANEL 3: SMALL MARKETS' POLICY PERSPECTIVES ON ONLINE DISTRIBUTION AND DATA INFRASTRUCTURES

Chair: **JOHANA KOTISOVÁ** /Charles University in Prague/

- » **IRA WAGMAN** /Carleton University/: Small, Middle, Single, Test: Re-Scaling Peripheral Media Markets
- » **VICKI MAYER** /Tulane University/: The Second Coming: Media Aura for Data Centers
- » **PHILIP DRAKE** /Queen Margaret University/: Walking which Way? Assessing Digital Distribution Policies for European Film
Respondent: **PATRICK VONDERAU** /Stockholm University/

19:30 RECEPTION, PONREPO CINEMA

DAY 2: WEDNESDAY 23 MAY PONREPO CINEMA

9:30 PANEL 4: ONLINE TELEVISION

Chair: **ŠÁRKA GMITERKOVÁ** /Masaryk University, Brno/

- » **ALEKSANDRA MILOVANOVIC** /University of Arts in Belgrade/: Web Series Island: Interactive Shift of Audiovisual Content in Adria Region
- » **DEREK JOHNSON** /University of Wisconsin-Madison/: Competitors at Home, Collaborators Abroad: The International Strategies of US Broadcast Channels and Streaming Services
- » **AYMAR JEAN CHRISTIAN** /Northwestern University/: Scaling Development: Local Value in Global TV Markets
- » **PETR SZCZEPANIK** /Charles University in Prague/: Short-Form Web TV Programming as a Challenge to Public Service Media
Respondent: **IRA WAGMAN** /Carleton University/

11:30 KEYNOTE 2

Chair: **PETR SZCZEPANIK** /Charles University in Prague/

- » **STUART CUNNINGHAM** /Queensland University of Technology/: The Challenge of Social Media Entertainment for Screen Industries and Policy

LUNCH BREAK

14:30 KEYNOTE 3

Chair: **PAVEL ZAHŘÁDKA** /Palacký University Olomouc/

- » **ARAM SINNREICH** /American University/: Streaming Media as Battleground: How Online Media Serve as a Proxy War for Geopolitics

COFFEE BREAK

16:00 PANEL 5: COMPENSATION FOR ONLINE CONTENT DISTRIBUTION AND THE CREATIVE WORK

Chair: **PAUL STEPAN** /FOKUS - Institute for Cultural and Media Economics/

- » **RUDOLF LEŠKA** /Štátní Leška Advokáti / University of Finance and Administration/: Collective Rights Management as an Instrument of the National Cultural Policy in the Age of Globalisation
- » **IVAN DAVID** /Charles University in Prague/: Achieving a Balance: Negotiations between Authors and Producers in the AV Industry
- » **MARK DEUZE** /University of Amsterdam/: Understanding #metoo, Gamergate and #paygap in the Gendered Context of Making Media
Respondent: **ARAM SINNREICH** /American University/

18:00 CLOSING REMARKS