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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### 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?
- ULRINE 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 ZAHRÁDKA /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/: Arts 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

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

Chair: JOHANA KOTIŠOVÁ /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: PHILIP DRAKE /Queen Margaret 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 I-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/

**COFFEE BREAK**

**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

**14:30 KEYNOTE 3**

Chair: PAVEL ZAHRÁDKA /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 /Štaidl 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**