

SCREEN INDUSTRIES

IN EAST-CENTRAL EUROPE:

Online Distribution and Internet TV An ICA Pre-Conference

22-23 May 2018, National Film Archive, Prague, Czech Republic

CONFERENCE VENUE

Ponrepo Cinema, Bartolomějská 11, Prague

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

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 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

Lunch break

14:00 Panel 2: Innovation in Online Distribution

Paul Stepan /FOKUS - Institute for Cultural and Media Economics/: Copyright, Innovation and Inertia - Digitalization of the Film Industry

Patrick Vonderau /Stockholm University/: Spotify Teardown: Interventionist Approaches to Music Streaming

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

Coffee break

16:00 Keynote 1

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

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

Lydia Papadimitriou /Liverpool John Moores University/: Global Internet TV in a Small National Context:

Netflix in Greece

19:30 Reception, Ponrepo Cinema

Day 2: Wednesday 23 May

Ponrepo Cinema

9:30 Panel 4: Online Television

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

11:30 Keynote 2

Stuart Cunningham /Queensland University of Technology/: The Challenge of Social Media Entertainment for Screen Industries and Policy

Lunch break

14:30 Keynote 3

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

Rudolf Leška /Štáidl Leška Advokáti / University of Finance and Administration/: Collective Rights Management as an Instrument of the National Cultural Policy in the Age of Globalisation

Christian Handke /Erasmus University Rotterdam/: Question of the Flat Rate for Music Online Content

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