

**Eighth Annual Screen Industries in East-Central Europe Conference –
Public Service Media’s Online Strategies: Industry Concepts and Critical
Investigations**

(A preliminary program)

22 November

12:45 Welcome Notes

**13:00 – Panel 1: Production and the Place of PSM in the Global Online Media
Ecosystem**

Chair:

Hanne Bruun: A Third Television Paradigm in Production: Public Service Television in the Digital Era

Tim Raats: The ‘Netflix Original’ and What It Means for TV Drama Production in Europe

Serra Tinic: (Re)Visiting PSB in New Global Partnerships

Massimo Scaglioni: Beyond the State of "Permanent Crisis". Italian Public Service Broadcasting and its Contemporary Challenges: Production, Audiences and Digital Distribution

Break: 15:00-15:15

15:15 – Panel 2: Curation Practices and Interfaces

Chair:

Jannick Kirk Sørensen: Personalisation of Public Service Media – Localising a Global Technology

Giulia Manica: Between Public Interest and Editorial Distinctiveness: Rethinking Public Value in PSB Online Strategies.

JP Kelly: A Year in the Life of the iPlayer: The Role of the Television Interface in Public Service Broadcasting

Petr Szczepanik: Online-only Television Content and Its Public Service Potential

Break: 17:15-17:30

17:30 – Keynote 1:

Chair:

Catherine Johnson: Online TV

19:00 – Reception

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9:30 – Panel 3: Public Service Media in Platform Societies: Post-Communist Experiences

Chair: Sabina Mihelj

Sabina Mihelj: The Rise and Decline of Public Service? Public Service Media and Platform Societies in Post-Communist Eastern Europe

Pille Pruulmann-Vengerfeldt: Challenges Related to Multiplatform Productions in Estonian Public Broadcasting

Balázs Varga: Non-linear Paths: Dikh TV, Roma Representation and Public Service Media in Hungary

Aleksandra Milovanović: Morning Changes Everything: A New Digital Start for Public Service Media in the Western Balkans

Respondent: Davor Marko

Break: 11:30-11:45

11:45 – Keynote 2:

Chair:

Thomas Poell: Platforms, Values & Public Service Media

13:15: Lunch

14:15 – YECREA Roundtable on Online Curation and Methods to Study Its Implications for Public Service Values

Chair: Giulia Manica

Catherine Johnson

Hanne Bruun

Sasha Scott (Digital Transformation Initiative | EBU Media)

Gianluca Visalli (Product Development, RAI Digital)

Fadi Malak (Head of Technology and Partnerships, BBC)

A representative of the Czech PSB Česká televize (New Media)

Break: 16:15-16:30

16:30 – Panel 4: Audiences, Political Attitudes, and Social Media Analytics

Chair:

Václav Štětka: Bridging the Gaps, or Increasing Polarization? Exploring Relationship Between Political Attitudes, News Trust and Public Service Media Consumption in the Czech Republic

Marjolein Krijgsman: How to tell Stories through Social Media? An Empirical Study on Dutch Public Broadcaster KRO-NCRV and the Multivalence of Social Media Data

Davor Marko: Public Services Without a Public? How Public Service Broadcasters in the Western Balkans interact with their audiences

Break: 18:30-18:45

18:45 – Closing remarks

19:15 – Joint dinner
