

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

CONFERENCE ORGANIZERS

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MINISTRY OF EDUCATION,
YOUTH AND SPORTS



Palacký University
Olomouc



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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 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: **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 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/

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** /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