

## International Seminar

# COMMUNICATION AND CULTURAL DIGITAL PLATFORMS

Post-Conference IAMCR 2019 – July 12, 2019

Puerta de Toledo campus, Carlos III University of Madrid (UC3M), Madrid, Spain

## PROGRAM

8:45 – 9:00 **Opening Seminar** (Room 1.A.14)

---

**Carmen Ciller** (Head of Journalism and Audiovisual Communication Department, UC3M), **Janet Wasko** (President of IAMCR)/**Rodrigo Gómez** (IAMCR's Political Economy Section), **Philippe Bouquillion** (LabEx ICCA, Paris 13 University) and **Luis A. Albornoz** (UC3M's Audiovisual Diversity Research Group).

9:00 – 9:45 **Keynote** (Room 1.A.14)

---

**Joe Straubhaar** (The University of Texas at Austin, USA): *Netflix in Latin America: A New Cultural Imperialism, Increased Regional Generation and Class Stratification, or a New Regional Hybrid Television?*

9:45 – 10:15 **Coffee break**

---

10:15 – 12:00 **Parallel Sessions**

---

### I. Regulation and Governance (Room 1.A.14)

Chair: **Javier Moreno** (UC3M, Spain)

**Véronique Guèvremont** and **Ivana Otasevic** (Laval University, Canada): *La réglementation des plateformes de contenus culturels dans un contexte de libre-échange.*

**Bronwyn Miller** (University of New South Wales, Australia): *In the Wake of YouTube's 'Ad-pocalypse': algorithms and platform governance.*

**Martín Becerra** (CONICET, Argentina): *Rights in conflict: the regulation of public debate on digital platforms in Argentina.*

**Merja Myllylahti** (Auckland University of Technology, New Zealand): *An exploration into platform regulation approaches in Australia and in the United Kingdom. Where are the boundaries between platforms and media?*



## II. Logics and Trends (Room 1.A.01)

Chair: **Azahara Cañedo** (UC3M, Spain)

**Vibodh Parthasarathi** (Jamia Millia Islamia, India): *Platformisation or deep history of digital platforms.*

**Manuel Dupuy-Salle** (Lyon 2 University, France), **Lucien Perticoz** (Jean Moulin Lyon 3 University, France) and **Laurie Schmitt** (Grenoble Alpes University, France): *Les plateformes numériques de contenus culturels: vers une typologisation en « filière » et en « écosystème » ?*

**Juan Carlos Miguel de Bustos** (Country Basque University, Spain) and **Jessica Izquierdo Castillo** (Jaume I University, Spain): *Los GAFAM y el control de la comunicación: las nuevas reglas del juego en la economía digital.*

**Aphra Kerr** (Maynooth University, Ireland): *Cultural production, platform logics and cultural diversity: insights from the digital games industry.*

12:00 – 13:45 **Parallel Sessions**

---

## III. Netflix as case study (Room 1.A.14)

Chair: **Ana I. Segovia** (Complutense University of Madrid, Spain)

**Ramón Lobato** (RMIT University, Australia): *Global Netflix: New and old lessons for media globalization debates.*

**Lothar Mikos** (Film University Babelsberg in Potsdam, Germany): *Netflix and the disruption of the film and television industry.*

**Luis A. Albornoz** and **M<sup>a</sup> Trinidad García Leiva** (UC3M, Spain): *The economic integration of the main American SVOD platforms in the Europe: Netflix in Spain as a case study.*

**Gonzalo Pantoja** (Paris VIII University, France): *Narcos, la visión de la cultura colombiana de los Estados Unidos, convertida en contenido y exportada a Francia.*

## IV. Visibility and Algorithms (Room 1.A.01)

Chair: **Ignacio Gallego** (UC3M, Spain)

**Michèle Rioux** and **Guy-Philippe Wells** (Université de Québec à Montréal, Canada): *Transformation in cultural industries: in search for data.*

**Caroline Creton** (Rennes 2 University, France): *How to be visible? Musicians in front of targeted advertising on Facebook.*

**Tiziano Bonini** (University of Siena, Italia) and **Alessandro Gandini** (King's College, UK): *"First week is editorial, second week is algorithmical": platformisation and music curation.*

**Sylvie Bossier** (Paris VIII University, France): *L'instauration d'un éditeur : Wattpad Books via l'algorithme DNA story.*



13:45 – 15:30 *Lunch*

---

15:30 – 17:15 **Parallel Sessions**

---

**V. Capitalism and Labour** (Room 1.A.14)

Chair: **Belén Monclús** (Autonomous University of Barcelona, Spain)

**Philippe Bouquillion** (Paris 13 University, France): *Digital platforms: a new step in the integration of culture and communication industries within capitalism?*

**Toby Miller** (University of California, USA): *Cultural labor.*

**Richard M. Maxwell** (City University of New York, USA): *Breaking the bones of the supply chain.*

**Dimitris Boucas** (London School of Economics and Political Science, UK): *Facebook and Google as platforms: political economy, public sphere and culture.*

**Yan Huang** (Fundan University, China): *China's Audiovisual Streaming Platforms: from Asymmetric Regulation to Value Co-creation.*

**VI. Users and Consumers** (Room 1.A.01)

Chair: **Rodrigo Gómez** (Metropolitan Autonomous University-Cuajimalpa, Mexico)

**Héloïse Boudon** (Paris-Est Créteil University, France) and **Virginie Sonet** (Paris Nanterre University, France): « *Ce qu'ils regardent, ça nous regarde tous* »: *Les plateformes numériques audiovisuelles aux prises avec l'encadrement des publics.*

**Andreas Schellewald** (University of Edinburgh, UK): *What does the algorithm miss? The current state of user-generated content platforms, participatory culture, and algorithmic recommendations.*

**Hui Zhao** (Communication University of China, China): *Analysis of the popularity of short video platforms in China.*

**Olivier Thuillas** (Limoges University, France) and **Louis Wiart** (Université libre de Bruxelles, Belgium): *L'éclosion des plateformes cinéphiliques sur le marché français de la VOD.*

