

DISCUSSING SVOD SERVICES: ECONOMICS AND POLICY

**International Seminar
Paris - September 22-23, 2022**

**Location: Maison de la Recherche
Room Claude Simon
Université Sorbonne Nouvelle,
4 rue des Irlandais, 75005 Paris**

& Online via Zoom : 

Click on the Camera to access the Zoom Conference Room

DISCUSSING SVOD SERVICES: ECONOMICS AND POLICY

9:00-9:30

Welcome and presentation

Luis A. Albornoz, L. Creton and P. Bouquillion

9:30-11:00

Panel 1: Socio-economic profiling of transnational SVOD service providers

Chair: Gemma Camáñez (Universidad Carlos III de Madrid, Spain)

- **Philippe Bouquillion** (Université Sorbonne Paris Nord, France),

Bruno Lefèvre (Université Sorbonne Paris Nord, France)

Structures of the SVoD Market in France

- **Laurent Creton** (Université Sorbonne Nouvelle-Paris 3, France)

The Cinema Industry in France facing the Transnational Streamers: Strategic Issues

- **J. Ignacio Gallego** (Universidad Carlos III de Madrid, Spain)

The different logics of the SVOD platforms: where is the value?

11:00-11:15

Coffee break

11:15-13:00

Panel 2: Policy and regulation of SVOD services in the European Union

Chair: Christine Chevret-Castellani (Université Sorbonne Paris Nord, France)

- **Tim Raats** (SMIT VUB, Belgium)

Investment obligations in the European Union and beyond: a 2022 update

- **Ana Vinuela** (Université Sorbonne Nouvelle-Paris 3, France)

Can French Regulation of Global SVOD Platforms be a Model for other European Countries?

- **Luis A. Albornoz** (Universidad Carlos III de Madrid, Spain)

New obligations for video-on-demand service providers operating in Spanish territory: linguistic diversity and independent production companies

13:00-14:00

Lunch break

14:00-16:00

Next steps (INTERNAL meeting)

16:00-18:00

Panel 3 (online): Legal and market aspects of American SVOD services in Latin America

Chair: Gustavo Gómez (Observacom, Uruguay)

- **Rodrigo Gómez García** (Universidad Metropolitana de Mexico, Mexico)

United States SVOD companies market performance and legal framework in Mexico

- **Leonardo de Marchi** (Universidade Federal de Rio de Janeiro, Brazil)

The dispute for the (de)regulation of VoD in Brazil: trajectory and consequences for the audiovisual industry

- **Guillermo Mastrini** (Universidad Nacional de Quilmes, Argentina)

The incipient regulation of OTT services in Argentina

- **Ana Bizberge** (Observacom / CONICET-ICEP / Universidad Nacional de Quilmes, Argentina)

Online audiovisual services in Argentina: policy debates, economics and diversity

FIRST DAY - THURSDAY SEPTEMBER 22

DISCUSSING SVOD SERVICES: ECONOMICS AND POLICY

10:30-12:30

Panel 4: Content, promotion strategies and algorithms

Chair: Tristan Mattelart (Université Paris II, France)

- **M^a. Trinidad García Leiva** (Universidad Carlos III de Madrid, Spain)

Spanish content in SVoD services: availability and prominence

- **Begoña Herrero** (Universidad Carlos III de Madrid, Spain)

Off screen diversity in the HBO Spain catalogue

- **Gemma Camáñez** (Universidad Carlos III de Madrid, Spain)

Promotion in SVoD – OOH, Social networks and Media

- **Alix Bénistant** (Université Sorbonne Paris Nord, France), **Christine Chevret-Castellani** (Université Sorbonne Paris Nord, France) and **Sarah Labelle** (Université de Montpellier, France)

Netflix and its cultural offer in a competitive context: algorithmic recommendations, promises of "discoverability" and regulatory framework

12:30-14:30

Lunch break

14:00-15:30

Panel 5: Round table with professional and institutional decision-makers

Chair: Kira Kitsopanidou (Université Sorbonne Nouvelle-Paris 3, France),

Philippe Bouquillion (Université Sorbonne Paris Nord, France)

- **Tim Wescott, Omdia** (Senior Principal Analyst | Digital Content & Channels, UK)

- **Jérôme Chung** (Under the milk way, Digital distribution and marketing)

- **Catherine Bernard** (France TV Distribution | Associate Executive Director, France)

15:30-15:45

Closure

SECOND DAY - FRIDAY SEPTEMBER 23

DISCUSSING SVOD SERVICES: ECONOMICS AND POLICY

Luis A. Albornoz

Director of the research group Audiovisual Diversity at University Carlos III of Madrid (UC3M), Spain. As a professor in the Communications and Media Studies Department, he teaches on the Audiovisual Geopolitics course. He is Deputy Head of the Doctoral Programme in Media Research and the Master's Degree in Music Industry and Sound Studies. Albornoz holds a degree in Communication Sciences from the University of Buenos Aires, Argentina, and a PhD from the Department of Audiovisual Communication and Advertising at the Complutense University of Madrid. His latest published works include *Power, Media and Culture* (Palgrave/IAMCR, 2015), *Diversity and the Film Industry* (a report for the UNESCO Institute of Statistics - UIS, 2016), *Diversidad e industria audiovisual: el desafío cultural del siglo XXI* (FCE, 2017), *Audiovisual Industries and Diversity: Economics and Policies in the Digital Era* (Routledge, 2019), *Grupo Prisa: Media Power in Contemporary Spain* (Routledge, 2020), and the chapter on Media Diversity for the UNESCO Global Report *Re/Shaping Policies for Creativity - Addressing culture as a global public good* (UNESCO, 2022).

Alix Bénistant

Alix Bénistant is an associate professor in Information and Communication Sciences at Université Sorbonne Paris Nord. He is also member of the Information and Communication Sciences Laboratory (UR 1803, LabSIC). His research interests focus on the processes of industrialization and transnationalization of culture, and the digital issues related to them. These questions are addressed in an approach that articulates the political economy of communication and the socioeconomics of cultural industries. His latest work deals with the theme of "culture and recommendation algorithms", where he studies the issues of "discoverability" in watching practices on the Netflix platform. He is also working on the financing and financialization processes within the music industry, based on fieldwork on emerging platforms.

Bénistant, A., Chevret-Castellani C., Labelle S., (2022, to be published), « Quand les abonné-e-s travaillent leur profil. Netflix, algorithmes et promesses de découvrabilité », in Brin, Colette et Véronique Guèvremont, IA, Culture et Médias, Presses de l'Université de Laval/UNESCO.

Bénistant, A. (2022, to be published), « Industrias culturales en la era digital. El caso de la música latina de Miami », in Mercado A., Industrias culturales y digitalización en América del Norte, CISAN, México.

Bénistant, A., Carcaly, H. (2023, under evaluation), « Les enjeux de financement et de financiarisation au sein de la filière musicale : valeur et valorisation de la musique à l'ère des plateformes », in Glévarec, H., Nowak, R., « La valeur de la musique à l'ère des plateformes de streaming », Volume ! La revue des musiques populaires.

Ana Bizberge

Ana Bizberge is an Argentine scholar and post-doctoral fellow in Argentina at Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET) [National Council for Scientific and Technical Research]. She is a member of Centro de Estudios en Industrias Culturales [Cultural Industries Center] at Universidad de Quilmes and teaches media policy and economics at Universidad de San Martín and Universidad de Buenos Aires. She also serves as research associate in OBSERVACOM, which is an independent think tank specialized in media and internet policy and regulation in Latin America. Currently, Ana is a visiting scholar at the School of Journalism and Communication, Carleton University.



DISCUSSING SVOD SERVICES: ECONOMICS AND POLICY

Philippe Bouquillion

Philippe Bouquillion is professor of communication in university Sorbonne Paris Nord and a researcher at the Laboratory of Excellence « Cultural Industries and Artistic Creation » and at the Laboratory of Information and Communication Sciences. His work focuses on the socio-economics of cultural, creative and digital industries, especially on the issues of concentration and financialisation, transnationalization as well as the transformations of public policies. His most recent research deals with audiovisual digital platforms in India and Europe.

He has managed several international research contracts, including contracts commissioned by the French Ministry of Culture and Communication and the National Research Agency.

Examples of recent publications:

- (2021) Vivendi. A Global Media Giant, Routledge.
- In co-writing with Ithurbide Christine, (2021) "La globalisation culturelle et les nouveaux enjeux d'hégémonie à l'heure des plateformes. Le cas indien".Réseaux, 2021/2-3 (N° 226-227) : 71-98.
- (2020) "Industrial and Financial Structures of OTTs in India", in Athique Adrian & Parthasarathi Vibodh (editors), Platform Capitalism in India, Palgrave, IAMCR Series: 101-113.

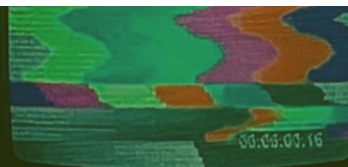
Gemma Camáñez

After finishing her degree in Information Sciences (Audio-visual Communication) at Complutense University of Madrid, she worked for several years in the Spanish, European and Latin American audio-visual industry. In 2004, she joined the Department of Journalism and Audio-visual Communication team at Carlos III University of Madrid (uc3m), since 2009 she has been working as an Associate Lecturer. She is a member of research teams (national projects, complementary actions, integrated actions and Articles 83). Since 2010 she has been combining her professional career in different fields, consultancy, production, and communication in audio-visual groups, with teaching and research at uc3m. Currently, she is working at Mediaset España group (in the area of communication and external relations). In 2019 she became part of the research project 'Diversidad y servicios audiovisuales bajo demanda por suscripción' (2019-2023).

Christine Chevret-Castellani

Christine Chevret-Castellani is an associate professor in Information and Communication Sciences at Université Sorbonne Paris Nord. She is also member and assistant director of the Information and Communication Sciences Laboratory (UR 1803, LabSIC). Since joining LabSIC, her research has led her to focus on the regulation of tech in France and Europe (discourses of public authorities). In collaboration with Sarah Labelle, since 2018, and also with Alix Bénistant, since 2020, this work has led to publications (2018-2022) on the regulation of algorithms and artificial intelligence and on Netflix's algorithms, as part of a project supported by the Labex Cultural Industries and Artistic Creation (ICCA).

Bénistant, A., Chevret-Castellani C., Labelle S., (2022, to be published), « Quand les abonné-e-s travaillent leur profil. Netflix, algorithmes et promesses de découvrabilité », in Brin, Colette et Véronique Guèvremont, IA, Culture et Médias, Presses de l'Université de Laval/UNESCO.





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Chevret-Castellani C., Labelle S., (2021), « Vers un « modèle français » de régulation de l'intelligence artificielle fondé sur l'innovation sociale ? », Communication, technologies et développement, n°10, <https://journals.openedition.org/ctd/6195>

Chevret-Castellani C., Labelle S., (2020), « Réguler les algorithmes et l'intelligence artificielle par le droit souple, entre expression et neutralisation des points de vue », Science et sens de l'intelligence artificielle, sous la direction de Guilhem Julia, Éd. Dalloz, pp. 61-72.

Chevret-Castellani C., Labelle S., (2019), « Transparence et loyauté : des motifs au service de la souplesse du droit et de la créativité », Revue Terminal, n°124, <https://journals.openedition.org/terminal/4064>

Laurent Creton

Laurent Creton is Professor at the University Sorbonne Nouvelle and member of the Institut de recherche sur le cinéma et l'audiovisuel (IRCAV) and the LabEx ICCA. Specializing in the economy of cinema, the audiovisual, and new medias, his research focuses on movie theaters, the markets of cinema, business strategies, relations with the communication industries. He has published numerous articles and fifteen books devoted to these issues, including *Économie du cinéma. Perspectives stratégiques*, Armand Colin 2020; *Cinéma et marché*, Armand Colin, 1997; *Cinéma et stratégies: économie des interdépendances* (ed.), Théorème, PSN, 2008.

Leonardo De Marchi

Adjunct Professor at the School of Communication at the Federal University of Rio de Janeiro (ECO-UFRJ, Brazil). Permanent member of the Graduate Program in Communication and Culture at the Federal University of Rio de Janeiro (PPGCOM-UFRJ, Brazil). He worked as Visiting Professor or as Postdoctoral researcher in different universities as Universidade de São Paulo (USP, Brazil), Universidade Federal Fluminense (UFF, Brazil), Universidade do Estado do Rio de Janeiro (UERJ, Brazil), and Universidad Carlos III de Madrid (Madrid, Spain). His books and scientific papers address topics such as: music industry, digital audiovisual industry, political economy of communication, creative economy, cultural diversity, cultural policies, financialization of everyday life, financial market and information technologies.

Juan Ignacio Gallego

Full-time lecturer in the Department of Communication at the Universidad Carlos III de Madrid (UC3M). PhD with European Mention from the Department of Journalism IV of the Complutense University of Madrid (UCM). Member of the International Association of Social Communication Studies (IAMCR/IAMCR/AIERI), where he has been the promoter and coordinator of the Working Group on Music, Audio, Radio and Sound (MARS). His published works include the books *Podcasting: nuevos modelos de distribución para los contenidos sonoros* (Barcelona: UOC, 2010), *Trends in radio research: diversity, innovation and policies* (Ed.) (Cambridge: Cambridge Scholars Publishing, 2018) or the article "The value of sound: Datafication of the sound industries in the age of surveillance and platform capitalism" (First Monday, 2021).



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María Trinidad García Leiva

PhD in Audiovisual Communication and Advertising, Complutense University of Madrid, is Associate Professor in the Department of Communication and Media Studies of the Carlos III University of Madrid where she serves as Deputy Director of Postgrad Studies and Deputy Director of the PhD Programme 'Media Research'. Member of the research group Audiovisual Diversity and of the University Institute of Spanish Cinema. Her research is devoted to audiovisual industries, cultural diversity, communication policy and regulation, as well as cooperation and aid in the field of culture and communication. She co-leads the research project 'Diversity and subscription on-demand audiovisual services', financed by the Spanish Ministry of Science and Innovation (2020-24). Among her main publications the following books stand out: *Políticas públicas y televisión digital: el caso de la TDT en España y el Reino Unido* (CSIC, 2008), and, together with Luis A. Albornoz, *La television digital terrestre: experiencias nacionales y diversidad en Europa, América y Asia* (La Crujía, 2012), *El audiovisual en la era digital: políticas y estrategias para la diversidad* (Cátedra, 2017), *Diversidad e industria audiovisual. El desafío cultural del siglo XXI* (FCE, 2017) as well as *Audiovisual Industries and Diversity: Economics and Policies in the Digital Era* (Routledge, 2019).

Rodrigo Gómez

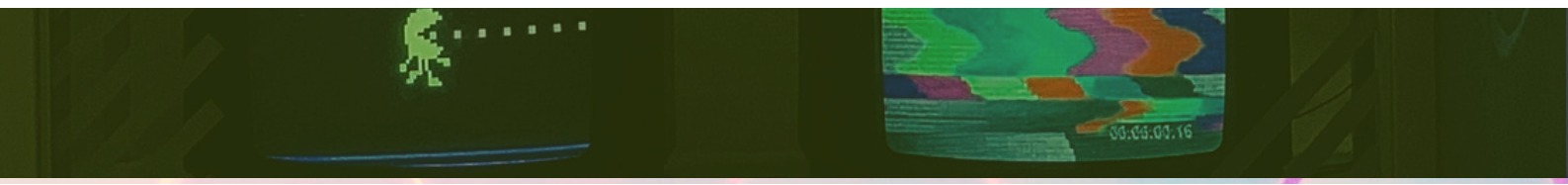
Rodrigo Gómez is professor in communication policies and industries at the Universidad Autónoma Metropolitana-Cuajimalpa. He was chair of the Political Economy section of the International Association for Media and Communication Research (2014-2022) (IAMCR). His research is grounded in the critical political economy of communication, examining ownership and public policies in communication industries. He participates in international research projects in Spain and Canada. His co-editor (with Ben Birkinbine and Janet Wasko) of the series and book *Global Media Giants* (Rutledge).

Begonia Herrero

PhD in Audiovisual Communication and Advertising, Carlos III University of Madrid, is adjunct Professor in the Department of Communication and Media Studies of the Carlos III University of Madrid where she serves as coordinator of Internship program of Grad and Postgrad Studies. She was working for ten years in Globomedia, one of the most important television production company in Spain, before working as professor in the university. Member of the research group Audiovisual Diversity: 'Diversity and subscription on-demand audiovisual services', financed by the Spanish Ministry of Science and Innovation (2020-24). Her research is devoted to audiovisual industries, cultural diversity and film and television production.

Sarah Labelle

Sarah Labelle is a full professor in Information and Communication Sciences at Université Paul Valéry Montpellier 3. She is also member of the studies and applied research in social sciences laboratory (LERASS, UR 827). Her research interests focus on data public policy. She conducted enquiries by attending and being involved in the activities and groups observed, in an anthropologist perspective. Her works try to understand the role of apparatus and data infrastructures, in knowledge ideas and culture circulation. She puts a peculiar attention to publics and the way organisations define them.





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Bruno Lefèvre

Bruno Lefèvre is a post-doctoral researcher at the Laboratory of Excellence « Cultural Industries and Artistic Creation » - ICCA - and at the Laboratory of Information and Communication Science – LabSIC- Université Sorbonne Nouvelle. His research topics are the territorialization and the territoriality of the Creative and Digital industries, and the domination of a « creative paradigm » in the local public decision making process.

Recent Publications / Communications :

- Lefèvre, B. (2022), «Economic concentration in the French Media and Communication markets », Summer 2022 Conference, Global Media and Internet Concentration – GMIC, Carleton University, Ottawa – Ca ;
- Lefèvre, B., Wiart, L. (2022), « Mobilisation de la société civile contre la localisation d’industries de l’économie créative : les conflits pour la re-politisation des territoires », in L’Espace Politique, Varia 43 2021-01 ;
- Lefèvre, B. (2021), « Creative economy on local territories and democratic governance », European Consortium for Political Research – ECPR – General Conference, on-line, Section The Geography of new economics ;
- Lefèvre, B. (2019), « Industries culturelles et économie créative. Quels modèles pour la territorialité de la création ? », in Revue internationale Communication, vol. 36/1 | Avril 2019, De quoi la créativité est-elle le nom ?, U. Laval – Ca

Guillermo Mastrini

Guillermo Mastrini is a full professor in political economy of communication and public communication policies. Professor at the Communication School, National University of Quilmes (UNQ) and University of Buenos Aires (UBA), and research fellow at the National Scientific Research Council (CONICET). Co-director of the Research Program at the National University of Quilmes (2019-2023). Former Dean of the Master Program in Cultural Industries at UNQ, and of Communications Studies Department at UBA. Former President of the Argentine Federation of Social Communication Schools. Main publications: “La concentración infocomunicacional en América Latina”, (2018) in collaboration with Martín Becerra (about Communications Concentration in Latin America); “Las políticas de comunicación del Siglo XXI “(2013) in collaboration with Ana Bizberge and Diego de Charras (about media policies in the 21st Century); “Periodistas y magnates. Estructura y concentración de las industrias culturales en América Latina” (2006) in collaboration with Martín Becerra (about media concentration), and Mucho ruido, pocas leyes. Economía y política en la comunicación en la Argentina (1920-2004) (2005) (about media policies in Argentina), among others.

Tim Raats

Tim Raats is Associate Professor at the Communication Sciences department of the Vrije Universiteit Brussel (VUB) where he teaches courses on media policy and economics, and coordinates the Medialab of the department. He obtained a PhD in Media and Communication Studies in 2014 on the role and position of public service broadcasting in a networked media environment. Tim is head of the Media Economics and Policy Research unit at imec-SMIT-VUB (Studies on Media, Innovation and Technology), a group of 15 senior and junior researchers studying policy and economic aspects of media markets. He specializes in policy and market research on production and distribution of audiovisual content in small media markets, EU media policy and public service media policy. Tim coordinated several research projects for the Minister of Media, the Flemish Department of Culture, Youth and Media, the Sector Council for Media in Flanders and the public broadcaster VRT. He acted as a senior consultant in research projects. He is currently also chair holder of the research chair “Public Media in a society in transition” (VUB-UGENT-VRT). Tim published widely in edited volumes and peer-reviewed journals. Since 2018, he is appointed member of the Board of Governors of the Flanders Audiovisual Fund. He currently supervises 5 PhD’s.

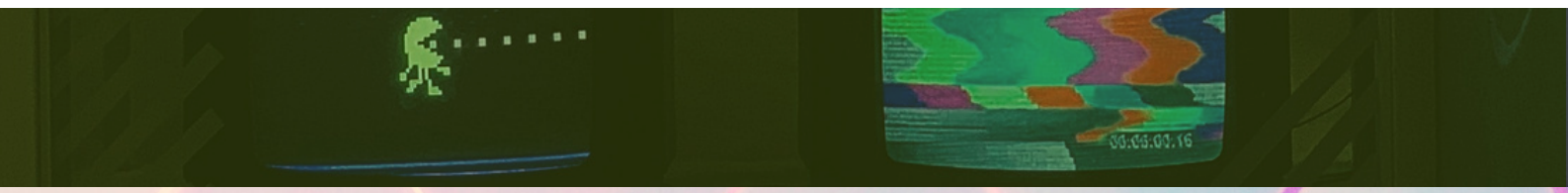


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Ana Vinuela

Ana Vinuela is Senior Lecturer in Film and Media Studies at Sorbonne Nouvelle University and member of the IRCAV (Cinema and Audiovisual Studies Research Institute). She currently serves as Vice-President for International Affairs at Sorbonne Nouvelle.

Her research focuses on international co-production and circulation of independent films, and on the challenges of public policies in the film and media industries. She has previously worked at the National Audiovisual Institute as Head of the graduate school INA Sup, and has managed an investment fund for the European audiovisual industry and training initiatives funded by the MEDIA Programme of the European Union.



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