

# SCREENING

## The Scene

INTERNATIONAL CONFERENCE

**RETHINKING EUROPEAN FILM COMPETITIVENESS**

# CONFERENCE PROGRAMME



CAMPUS OF THE UNIVERSITY OF VIENNA  
SPITALGASSE 2, HOF 1  
ENTRANCE (EINGANG) 2.8  
1090 VIENNA

**09-10**

OCTOBER, 2025

Organised by



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# ***WELCOME TO SCREENING THE SCENE: RETHINKING EUROPEAN FILM COMPETITIVENESS - INTERNATIONAL CONFERENCE!***

A space for critical exchange, bold ideas and collaborative futures in the European film industry. At a moment when streaming platforms disrupt traditional distribution, AI reshapes storytelling and production and underrepresented communities continue to demand visibility and participation, the urgency is no longer whether the industry must adapt, but how and who will lead this transformation.

Together, we will explore the intersections of people, technology and institutions, engaging with pressing questions of policy, representation, innovation and equity. The idea of this conference is to provide an open space - whether you are an academic, student, artist, policymaker, technologist, journalist, or simply curious: we welcome you to join in, connect, contribute and enrich the exchanges with us. This document is here to serve you as a general conference guide as we collectively reimagine the future of European film through dialogue, creativity and vision.

## THURSDAY, 09 OCTOBER, 2025 - DAY 1

9:00AM - 10:00AM

Arrival, Registration and Coffee

10:00AM - 10:15AM

**Welcome address** :Katharine Sarikakis, Director, Professor, *University of Vienna*, Austria, Media Governance Lab and *REBOOT* coordinator

10:15AM - 10:45AM

**Keynote opening Speech : From Strategy to Screen: Film culture as Europe's Creative and Geopolitical Asset**

Roland Teichmann, Director, *Austrian Film Institute*

10:45AM - 11:45AM

**Findings from the REBOOT project I - Panel 1**

Moderator: Marion Schmidt, Consultant, Cultural Manager, *Documentary Association of Europe*, Germany

- Theme: **How do non-European film professionals perceive the European Film Industry? Analysing data from Argentina, Brazil, Mexico, South Africa, South Korea, Turkey**

Mafalda Dâmaso, *Erasmus University Rotterdam*, Netherlands; Anna Niutta, *Erasmus University Rotterdam*, Netherlands; Luis Albornoz, *Universidad Carlos III of Madrid*, Spain; Isabela Vargas Miranda, *Universidad Carlos III of Madrid*, Spain, Maria Trinidad García Leiva, *Universidad Carlos III of Madrid*, Spain, Marina Rossato Fernandes, *University of Liège*, Belgium; Antonios Vlassis, *University of Liège*, Belgium; Ruken Doğu Erdede, *Kadir Has University*, Turkey; Melis Behlil, *Kadir Has University*, Turkey; Elif Akçalı, *Kadir Has University*, Turkey

- Theme: **Facing Complexity: Rethinking the Competitiveness of Europe's Film Industry in Historical Perspective**

Daniel Biltereyst, *Ghent University*, Belgium; Fernando Ramos Arenas, *Universidad Complutense Madrid*, Spain

- Theme: **EU Film Festivals - Balancing and Harnessing the Ambiguity of Competitiveness and Public Diplomacy**

Tuuli Lähdesmäki, *University of Jyväskylä*, Finland; Mafalda Dâmaso, *European University Institute*, Italy and *Erasmus University Rotterdam*, Netherlands; Kaisa Hiltunen, *University of Jyväskylä*, Finland; Melis Behlil, *Kadir Has University*, Türkiye; Elif Akcali, *Kadir Has University*, Türkiye; Ruken Dogu Erdede, *Kadir Has University*, Türkiye

- Theme: **Sculpting Sound: Women Film Composers, Creative Processes and Technological Innovation in Contemporary French Audiovisual Production**

Jean-François Trubert, *Université Côte d'Azur*, France; Maïdi Roth, *Composer*, France

**11:45AM - 13:00PM : LUNCH BREAK**

**13:00PM - 14:00PM**

**Findings from the REBOOT project II - Panel 2**

Moderator: Daniel Biltereyst, Professor, *Ghent University*, Belgium

- Theme: **SVoD services in Latin America: Perspectives from key markets, lessons for Europe**

Isabela Vargas Miranda, *Carlos III University of Madrid*; Luiz A. Albornoz, *Carlos III University of Madrid*; Maria Trinidad Garcia Leiva, *Carlos III University of Madrid*, Spain

- Theme: **Future Perfect! Children and youth as audiences, creators and citizens of the EFI**

Katharine Sarikakis, *University of Vienna*, Austria; Tuuli Lähdesmäki, *University of Jyväskylä*, Finland; Kaisa Hiltunen, *University of Jyväskylä*, Finland; Angeliki Chatziefrimidou, *University of Vienna*, Austria

- Theme: **European Film Industry v. European Legal Framework: The Way Forward to Enhance the Internal and Global Competitiveness of European Cinematographic Works**

Pelin Turan, *Scuola Superiore Sant'Anna*, Italy; Caterina Sganga, *Scuola Superiore Sant'Anna*, Italy

- Theme: **Defining Competitiveness in the European Film Industry: Resurgent Debates in an evolving technological and economic context**

Marina Rossato Fernandes, *University of Liège*, Belgium; Antonios Vlassis *University of Liège*, Belgium

**14:00 - 14:15PM : COFFEE BREAK**

**14:15 - 14:45PM**

**Keynote: Persisting challenges for the EU audiovisual sector**

Juliette Prissard, General Delegate, *Eurocinema*, Belgium

**14:45 - 15:45PM**

**POLICY ROUND TABLE: European Film Competitiveness**

Moderator: Katharine Sarikakis, Professor, *University of Vienna*, Austria

**Roland Teichmann**, *Austrian Film Institute*, Austria

**Juliette Prissard** - General Delegate, *Eurocinema*, Belgium

**Rodrigo Gomez** - *Universidad Autónoma Metropolitana-Cuajimalpa*, Mexico

**Mafalda Dâmaso** - *European University Institute*, Italy & *Erasmus University Rotterdam*, Netherlands

**Brigid O'Shea** - *Documentary Association of Europe*, Germany

**15:45 - 16:00PM : FEEDBACK**

16:00 - 17:00PM

### Diversity and Inclusivity vs Competitiveness? - Panel 3

Moderator: Fernando Ramos Arenas, Professor, *Universidad Complutense de Madrid*, Spain

- Theme: **Reconceptualising Competitiveness: Navigating Industry Sustainability, Audience Diversity, and Cultural Inclusion in European Cinema.**

Manuel José Damásio, Centre for Research in Applied Communication, Culture, and New Technologies, ECATI, Lusófona University, Portugal; André Rui Graça, Centre for Research in Applied Communication, Culture, and New Technologies, ECATI, Lusófona University, Portugal; Rita Grácio, Centre for Research in Applied Communication, Culture, and New Technologies, ECATI, Lusófona University, Portugal;

- Theme: **Inclusion as Strategy: Diversity in Fiction and Platform Dynamics in Belgium**

Louis Wiart, Université libre de Bruxelles, Belgium; Cassandre Burnier, Université libre de Bruxelles, Belgium; Lucile Coenen, Université libre de Bruxelles, Belgium

- Theme: **At the fringes of cinema voices in the European film competitiveness**

Katharine Sarikakis, University of Vienna, Austria; Daniel Biltreyst, Ghent University, Belgium; Gentiana Ramadani, University of Vienna, Austria; Angeliki Chatziefraimidou, University of Vienna, Austria; Simon Haslauer, University of Vienna, Austria; Bjarni Vanhoutte, Ghent University, Belgium; Jens Van Landschoot, Ghent University, Belgium; Yves Saint Clair Zogo, University of Vienna, Austria.

- Theme: **The model of policies in European film systems during the transition period: critical junctures in the transition from communism to democracy in film industry management**

Jacek Albert Mikucki, University of Warsaw, Poland

17: 00 - 17:30PM

Cocktail Reception sponsored by **Palgrave Macmillan**, Springer Verlag

17: 30PM

Dinner

## FRIDAY, 10 OCTOBER, 2025 - DAY 2

9:00AM - 9:45AM

**REBOOT Consortium Meeting**

- *Closed Session*

9:45AM - 10:00AM

Coffee and welcome to Day II

10:00AM - 10:30AM

Keynote: **From Screen to Stream: Exploring Pathways to Lasting Competitiveness**

Katharina Schenk, Head of Fiction, *ORF Austrian Broadcasting Corporation*, Austria

**10:30AM - 11:15AM**

**Competitiveness and Youth: current tastes, future trends - Panel 4**

Moderator: Jean-François Trubert, Professor, *Université Côte d'Azur*, France

- Theme: **The film preferences of European youth: Findings from Finland**

Kaisa Hiltunen, *University of Jyväskylä*, Finland; Tuuli Lähdesmäki, *University of Jyväskylä*, Finland; Katharine Sarikakis, *University of Vienna*, Austria

- Theme: **Youth Perspectives on Representation, Identity and Inclusion in European Cinema: Insights from Greece**

Eirini Sifaki, *Hellenic Foundation for European and Foreign Policy (ELIAMEP)*, Greece; Katharine Sarikakis, *University of Vienna*, Austria; Stella Maria Ntavia, *University of Thessaly*, Greece; Dimitra Thliverou, *University of Thessaly*, Greece

- Theme: **Re-youth-ing the Film industry: Reflections from Austria**

Katharine Sarikakis, Angeliki Chatziefraimidou, Simon Haslauer, Yves Saint Clair Zogo, Grigorios Arkoumanis, *University of Vienna*, Austria

**11:15AM - 11:30AM: COFFEE BREAK**

**11:30AM - 12:15PM**

**Special Panel: Initiatives to support the Documentary sector**

Moderator : M<sup>a</sup> Trinidad García Leiva, Associate Professor, *Universidad Carlos III de Madrid*, Spain.

**Brigid O'Shea**, Director, *Documentary Association of Europe*, Germany

**Michaela Pnacekova - PhD**, Researcher, XR artist, Germany

**Marion Schmidt**, Consultant, Cultural Manager, *Documentary Association of Europe*, Germany

**12:15PM - 13:15PM: LUNCH**

**13:15PM - 13:45PM**

**Keynote: European Film at a Crossroads: Platforms, Power, and Competitiveness. Streaming as a driver of concentration and a challenge to cultural sovereignty**

Rodrigo Gomez, Professor, *Universidad Autónoma Metropolitana-Cuajimalpa*, Mexico

**13:45PM - 14:30PM**

**Revisiting Distribution and Production - Panel 5**

Moderator: Antonios Vlassis, Professor, *Université de Liège*, Belgium

- Theme: **Rethinking Producer Training - Strategic Reflection, Trust, and the Hidden Competitiveness Gap in European Film**

Niall O'Leary, *Munster Technological University*, Ireland;  
Fiacre Muller, *Munster Technological University*, Ireland

- Theme: **Changing “how”, not “what”: Role of technological innovation for the competitiveness of film producers coming from small European markets**

Tatiana Chervyakova, *Centre for Research in Applied Communication, Culture, and New Technologies*, ECATI, Lusófona University, Portugal;  
Marta Vaz Sousa, *Centre for Research in Applied Communication, Culture, and New Technologies*, ECATI, Lusófona University, Portugal;  
Manuel José Damásio, *Centre for Research in Applied Communication, Culture, and New Technologies*, ECATI, Lusófona University, Portugal

- Theme: **Reimagining European Film Distribution: Bridging Festival Visibility and Digital Access with Claudia**

Pierre Alexandre Labelle, *Under the Milky Way*, France  
Vincent Lucassen, *Under the Milky Way*, France

## **14:30PM - 14:45PM: COFFEE BREAK**

## **14:45PM - 15:30PM**

### **Reflections on Policies - Panel 6**

Moderator: Jacek Albert Mikucki, Lecturer, University of Warsaw, Poland

- Theme: **EU Acquis and the Role of Audiovisual Cooperation in the Enlargement Region: Promoting Competitiveness and Cultural Diversity**

Apostolos Samaras, *Hellenic Foundation for European and Foreign Policy (ELIAMEP)*, Greece; Evangelia Psychogiopoulou, *Hellenic Foundation for European and Foreign Policy (ELIAMEP)*, Greece; Anna Kandyla, *Hellenic Foundation for European and Foreign Policy (ELIAMEP)*, Greece

- Theme: **An Ecosystem for XR in Media Production: Technical and Legal Aspects**

Theodoros Chiou, *IPRightsGR*, Greece, *University of Athens*, Greece;  
Werner Bailer, *JOANNEUM RESEARCH*, Austria

- Theme: **When Legislation Falls Short: Text Mining of Expert Critiques on Spain’s Audiovisual Diversity Framework**

Rocío del Pilar Sosa-Fernández, *University of Santiago de Compostela*, Spain; Óscar López-Iglesias, *University of Santiago de Compostela*, Spain; Antía-María López-Góme, *University of Santiago de Compostela*, Spain; Enrique Castelló-Mayo, *University of Santiago de Compostela*, Spain

## **15:30PM - 16:15PM**

### **Concluding remarks**

## **KEY CONTACTS**

For general inquiries, please contact us over [info@thereboot-project.eu](mailto:info@thereboot-project.eu). For urgent matters, please contact the following people. We also have a Whatsapp channel where you can chat with us and the other people attending the conference (open for both virtual and in person attendees).

Angeliki Chatziefraimidou ([angeliki.chatziefraimidou@univie.ac.at](mailto:angeliki.chatziefraimidou@univie.ac.at));  
Simon Haslauer ([simon.haslauer@univie.ac.at](mailto:simon.haslauer@univie.ac.at)); Gentiana Ramadani ([gentiana.ramadani@univie.ac.at](mailto:gentiana.ramadani@univie.ac.at)); Yves Saint Clair Zogo ([yves.saint.clair.zogo@univie.ac.at](mailto:yves.saint.clair.zogo@univie.ac.at)).

Please note that photography and video will be taken throughout the conference. If you wish to be excluded from any photography or footage, please let any member of the organising team know, ideally at the registration desk.

## **LOCATION AND ACCESSIBILITY**

The conference will take place at the “Alte Kapelle” of the University of Vienna, please follow these directions:

Address : **Alte Kapelle, Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Austria**

Public Transport

Tram:

- Take Tram 43, 44, 5, or 33 to the “**Lange Gasse**” stop.

From Lange Gasse:

- Walk to the University Campus entrance at Alser Straße 2–4.
- Proceed straight through Hof 1 (Court 1) to the end.
- Enter the arched passage at the far end; the Alte Kapelle is located on the first floor.

## **ACCESS NOTES**

- The Alte Kapelle is situated on the first floor and is not accessible by elevator.
- Please be prepared to use the stairs to reach the venue.

# SITE PLAN OVERVIEW



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wien

Campus der Universität Wien  
Übersichtsplan der Veranstaltungsräume

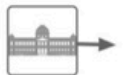


Straßenbahn (5)  
"Lazarettgasse"



Straßenbahn (43, 44, 5)  
"Lange Gasse"

Hauptgebäude der  
Universität Wien



## **A NOTE TO PRESENTERS**

When you are presenting please make sure to send in your slides in advance by uploading them to [this online folder](#) before the 5th of October 2025.

## **WE ENJOY SHARED LITERATURE**

We value the sharing of research and creative work. If you would like to make the paper you presented available, or if you are involved in a magazine, journal or artistic collective related to European film studies, you are warmly invited to bring your materials along. Papers, flyers and other printed items - whether sample copies or free distributions will be welcomed. A dedicated space will be set up within the conference venue for participants to exchange and explore the contributions of colleagues working across European film.

**Online Participation:** Online participation is open to all register [here](#)

**Wi-Fi:** Eduroam connection is provided for existing and guest users across the premises of the University. For instructions, please consult relevant posters at the venue or ask any member of the organising team.

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