



International Seminar Communication and Cultural Digital Platforms



Post-Conference IAMCR 2019
12 July 2019 – Puerta de Toledo Campus (UC3M)



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

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

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 **Clémence Varin** (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.*

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?*

Dwayne Winseck (Carleton University, Canada): *The Structural and Behavioural Regulation of Digital Dominance or Why the Vampire Squids from Silicon Valley Should Not Be Treated and Regulated as Publishers or Media Companies.*

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.*

Juan Carlos Miguel de Bustos (University of the Basque Country, 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: **Rodrigo Gómez** (Metropolitan Autonomous University, Mexico)

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

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

Luis A. Albornoz and **M^a Trinidad García Leiva** (UC3M, Spain): *The economic integration of the main American SVOD platforms in 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 Bosser (Paris 8 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.*

Manuel Dupuy-Salle (Lyon 2 University, France), **Lucien Perticoz** (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 »?*

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

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

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 cinématographiques sur le marché français de la VOD.*

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