

**Online ECREA Pre-conference:**  
*The Impact of Streaming on Media Industries and Cultural Production*

**Monday 17<sup>th</sup> October 2022**

**Organised by the ECREA Media Industries and Cultural Production Section**

**Four Panels (CEST Times):**

9:00-10:45

BREAK 10:45-11:00

11:00-12:20

LUNCH BREAK: 12:20-14:00

14:00-15:45

BREAK 15:45-16:00

16:00-17:45

**Session 1: Performances of play and playful performances in streaming**

**Time: 9:00-10:45 CEST (Denmark)**

Welcome and Opening: Maria Michalis (University of Westminster, UK)

Chair: Julia Velkova (Linköping University, Sweden)

Discussant: Catherine Johnson (University of Huddersfield, UK)

Thomas Apperlay (Tampere University, Finland)

Mayara Araujo Caetano (University of Turku, Finland)

Maria Ruotsalainen (University of Jyväskylä, Finland)

Matilda Ståhl (Abo Akademi, Finland)

Tanja Välisalo (University of Jyväskylä, Finland)

**Session 2: Streaming: Transforming audience experience?**

**Time: 11:00am-12:15pm CEST (Denmark)**

Chair: Maria Michalis (University of Westminster, UK)

Discussant: Petr Szczepanik (Charles University, Prague, Czech Republic)

Against the Stream: How synchronistic TV viewing became an audience recruitment and engagement strategy

Daithí McMahon (University of Derby, UK)

The death of The Hollywood Model?

Lene Heiselberg (University of Southern Denmark, Denmark)

Online access to arts and culture beyond covid: The impact of digital experience quality on future in-person attendance

Adrian Leguina (Loughborough University, UK)

Mobile Screens and Consumer expectations of SVOD: Why did Quibi fail?  
Hannah Cliff (Queen Mary, University of London, UK)

The Importance of Streaming in Broadcasting Fashion Shows  
Alexandra Cruchinho (ULHT/ECATI/CICANT, Portugal)

Missing Brand Differentiation? Similarities in the Danish Streaming Market  
Mads Møller T. Andersen (University of Copenhagen, Denmark)

The Impact of Genre Fragmentation on Cultural Perceptions of Podcasting  
EG Lee (Ryerson University, Canada)

**Session 3: Streaming and Challenges to Production, Distribution and Labour  
Time: 14:00-15:45 CEST (Denmark)**

Chair: Maria Michalis (University of Westminster, UK)

Discussant: Tom Evens (Ghent University, Belgium)

What is the Life Cycle for Audiovisual Content in the Era of Streaming?  
Ira Wagman (Carleton University, Ottawa, Canada) and Petr Szczepanik (Charles University, Prague, Czech Republic)

Rise or Fall of the European Independent Producer?  
Petar Mitric (University of Copenhagen, Denmark) and Lydia Papadimitriou (Liverpool John Moores University, UK)

Adjusting to the Streaming Revolution: Cinema Exhibitors and Virtual Cinema Platforms  
Roderik Smits (University Carlos III of Madrid, Spain)

OTT, Emerging opportunities, Changing business dynamics and Regulations : A study on the South Indian market Tamilnadu  
Dr. Punitha D (Women's Christian College, India) and Mr. Eugene Dg (Scholar in Women's Christian College, India)

How Copyright Impacts the Production Cultures of Streaming Media  
Jason Guthrie (Clayton State University, USA)

Data, Camera, Action! Screen Production in a Streaming Era  
Nina Vindum Rasmussen (London School of Economics, UK)

Learning from the Spanish model: how musicians and song-writers in the UK might get a better deal from music streaming platforms  
Andrew White (King's College London, UK) & Joaquin Lopez (Kean University, USA)

**Session 4: Streaming: (sub)national – global nexus**

**Time: 16:00-17:45 CEST (Denmark)**

Chair: Catherine Johnson (University of Huddersfield, UK)

Discussant: Andrew White (King's College London, UK)

Give a loser a light: Transnational Media Symbolic Power of Global Capitalism and Trans-localisation in East Asia

Hsin-Pey Peng (Zhaoqing University, China)

Defining the new television experience: Characteristics and future challenges

Presenter: Anna Podara (Aristotle University of Thessaloniki, Greece)

Anna Podara (Aristotle University of Thessaloniki, Greece) and Theodora Maniou (University of Cyprus, Cyprus)

Competitive environment on the European VOD market

Karolina Vodičková (Charles University, Czech Republic) (CEST)

Nollywood in the Digital Era: Examining the impact of Streaming on the Nigerian Film Industry

Ololade Afolabi (Sacred Heart University, USA)

The future of live sports in the streaming era

Tom Evens (Ghent University, Belgium)

Using Live-Streaming Influencers to Reshape Country Images and Public Perceptions in 2022 Beijing Winter Olympics: A Text Mining Study

Yowei Kang (National Chung Hsing University, Taiwan) and Kenneth C. C. Yang (The University of Texas at El Paso, USA)

Streaming media content and news sites

Georgeta Drula (University of Bucharest, Romania)