The Seventh Annual Screen Industries in East-Central Europe Conference (SIECE) investigates historical and contemporary dimensions of the region’s audiovisual media industries from all angles – local, transnational, economic, cultural, social, and political – and through a broad range of original scholarship delivered in the form of conceptual papers and empirical case-studies.

CONFERENCE ATTENDANCE IS FREE,
THE OFFICIAL LANGUAGE IS ENGLISH.

CONFERENCE VENUE
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**DAY 1: TUESDAY 22 MAY**

**PONREPO CINEMA**

10:30 WELCOME AND OPENING REMARKS

11:00 PANEL 1: THE DIGITAL SINGLE MARKET STRATEGY AND SMALL EU MARKETS

- MARCIN ADAMCZAK /Adam Mickiewicz University/: Digital Single Market – Fulfilled European Dream or the New Nightmare?
- ULRIKE ROHN and HENRY LOESER /Tallinn University - Baltic Film, Media, Arts and Communication School/: Understanding the Digital Single Market Initiative from a Small Market’s Perspective - a Case Study in Estonia
- PAVEL ZAHRÁDKA /Palacký University Olomouc/: This Video is not Available in Your Country: Geoblocking as the Protection of Cultural Diversity in Europe?
- RADIM POLČÁK /Masaryk University/: Regulatory Paradoxes in Digitised Cultural Heritage

LUNCH BREAK

14:00 PANEL 2: INNOVATION IN ONLINE DISTRIBUTION

- PAUL STEPAN /FOKUS - Institute for Cultural and Media Economics/: Copyright, Inertia and Inertia – Digitalization of the Film Industry
- PATRICK VONDERAU /Stockholm University/: Spotify Teardown: Interventionist Approaches to Music Streaming
- BALÁZS VARGA /Eötvös Loránd University/: Arts and Giants: Formal and Informal Praches of Online Film Circulation in Hungary
- JAN HANZLÍK /University of Economics Prague/: “A Paradise of Diversity”? Current Curatorial Strategies of VOD Platforms in Czechia

**COFFEE BREAK**

16:00 KEYNOTE 1

- GILLIAN DOYLE /University of Glasgow/: Television Distribution in the Digital Era: PSBs, SVoDs, Content and Sustainability

**COFFEE BREAK**

17:45 PANEL 3: SMALL MARKETS’ POLICY PERSPECTIVES ON ONLINE DISTRIBUTION AND DATA INFRASTRUCTURES

- IRA WAGMAN /Carleton University/: Small, Middle, Single, Test: Re-Scaling Peripheral Media Markets
- VICKI MAYER /Tulane University/: The Second Coming: Media Aura for Data Centers
- PHILIP DRAKE /Queen Margaret University/: Walking which Way? Assessing Digital Distribution Policies for European Film
- LYDIA PAPADIMITRIOU /Liverpool John Moores University/: Global Internet TV in a Small National Context: Netflix in Greece

**COFFEE BREAK**

19:30 RECEPTION, PONREPO CINEMA

**DAY 2: WEDNESDAY 23 MAY**

**PONREPO CINEMA**

9:30 PANEL 4: ONLINE TELEVISION

- ALEKSANDRA MILOVANOVIC /University of Arts in Belgrade/: Web Series I-Island: Interactive Shift of Audiovisual Content in Adria Region
- DEREK JOHNSON /University of Wisconsin-Madison/: Competitors at Home, Collaborators Abroad: The International Strategies of US Broadcast Channels and Streaming Services
- AYMAR JEAN CHRISTIAN /Northwestern University/: Scaling Development: Local Value in Global TV Markets
- PETR ŠICZEPANÍK /Charles University in Prague/: Short-Form Web TV Programming as a Challenge to Public Service Media

**COFFEE BREAK**

14:30 KEYNOTE 3

- ARAM SINNREICH /American University/: Streaming Media as Battleground: How Online Media Serve as a Proxy War for Geopolitics

**COFFEE BREAK**

16:00 PANEL 5: COMPENSATION FOR ONLINE CONTENT DISTRIBUTION AND THE CREATIVE WORK

- RUDOLF LEŠKA /Štaidl Leška Advokáti / University of Finance and Administration/: Collective Rights Management as an Instrument of the National Cultural Policy in the Age of Globalisation
- CHRISTIAN HANDKE /Erasmus University Rotterdam/: Question of the Flat Rate for Music Online Content
- IVAN DAVID /Charles University in Prague/: Achieving a Balance: Negotiations between Authors and Producers in the AV Industry
- MARK DEUZE /University of Amsterdam/: Understanding #metoo, Gamergate and #paygap in the Gendered Context of Making Media

18:00 CLOSING REMARKS

**PROGRAM SCHEDULE**