

ECREA-conference:

Making Television for the 21st Century

Venues at Aarhus University:

Building 1441, Tåsingegade 3, 8000 Aarhus C:

<http://www.au.dk/om/organisation/find-au/bygningskort/?b=1441>

Building 1421, Fredrik Nielsensvej 4, 8000 Aarhus C:

<http://www.au.dk/om/organisation/find-au/bygningskort/?b=1421>

Program

Thursday – October 24 th , 2013		
17.00-19.00	Registration and welcome reception at Aarhus University Light buffet and drinks are served	

Friday – October 25 th , 2013		
9.00-10.00	Keynote: John Thornton Caldwell (US): “SPEC-WORLD, CRAFT-WORLD, BRAND-WORLD” Venue: Auditorium 012 building 1441	
10.00-10:30	Coffee/tea break Venue: Building 1441, the foyer	
10:30-12:30	Paper panel track 1 Television Drama 3.0 Venue: Room 1 building 1421 Chairs: Susanne Eichner & Lothar Mikos	Paper panel track 2 Changing production conditions Venue: Room 2 building 1421 Chairs: David Fernández-Quijada & Hanne Bruun
10.30	3. Sarah Arnold: <i>Television 3.0: Netflix, TV drama, audience and algorithms</i>	4. Eleanor Roseblade: <i>The Independent Television Production Sector in UK Broadcast Television.</i>
11.00	27. Jakob Isak Nielsen: <i>‘House of Cards’ (2013) and The Paradoxical Role of Netflix.</i>	21. Katharina Brummer: <i>The concept of quality in Swedish television productions</i>
11.30	17. Berber Hagedoorn: <i>NostalgieNet: ‘Living history’ and collective memory on the digital theme channel</i>	28. Katrine Broe Sørensen: <i>Production Culture in the making. Development and challenges of the independent television production industry in Denmark.</i>
12.00	15. Rossend S. Baró: <i>Amazon's Production Model: Interaction and Participatory Fandom</i>	25. Anna Zoellner: <i>Factual Production in the UK and Germany: Facing the Challenges of a New Broadcasting Culture</i>
12:30-13:30	Lunch Venue: in the canteen Stakladen – follow the locals!	

13:30-15:30		Paper panel track 1 Institutional changes Venue: Room 1 building 1421 Chairs: David Hesmondhalgh & Susanne Eichner	Paper panel track 2 Factual television, media ecology and user involvement Venue: Room 2 building 1421 Chairs: Pia M. Jensen & Anna Zoellner
	13.30	18. Andrea Esser: <i>TV Broadcasting: Surviving in the 21st century</i>	2. Hanne Bruun: <i>Democracy lives on DR2 every Thursday at 8 pm”: Producing User Involving Political Talk Shows.</i>
	14.00	20. Reinhard Kunz & Jürgen E. Müller: <i>New Television – New Economies</i>	8. Neil Stevenson: <i>Making political talk television</i>
	14.30	12. Daithi Mac Sithigh: <i>What's not to like about TV-like? Production and distribution as seen by regulators</i>	30. Paul Kerr: <i>Classical British Television: Factual Television Style & Mode of Production since 1982 (with apologies to Bordwell, Staiger and Thompson)</i>
	15.00	26. Jeanette Steemers: <i>Selling British Television in the Twenty-First Century</i>	24. Tiina Räisä: <i>TV formats in Nordic context</i>
15:30-16.00		Coffee/tea break Venue: Building 1421	
16:00-17:30		Paper panel track 1 Danish television drama Venue: Room 1 Building 1421 Chairs: Jeanette Steemers & L. Mikos	Paper panel track 2 Researching television production Venue: Room 2 Building 1421 Chairs: Hanne Bruun & David Hesmondhalgh
	16.00	5. H. Philipsen & T. Hochscherf: <i>Television Dogmas of Creativity? The Cross-Fertilisation of Film and Television as a Prerequisite for Danish Television’s Recent Success</i>	31. Lea Gamula: <i>Educating a new generation of writers and producers for TV-series in Europe - developments at European film schools</i>
	16.30	14. Lynge A. Gemzøe: <i>The transatlantic remake and Nordic Noir</i>	32. Elisa Bertolotti: <i>Alternative paths in making TV animated series. A close observation</i>
	17.00	9. Jensen & Waade: <i>When public service drama travels – production funding models and the schisms involved</i>	29. Ranit Grossaug: <i>When Bourdieu Met Latour at Children’s Television</i>
17:30 – 18:30		ECREA-groups: Business meetings Venue: meeting rooms 1 and 2 building 1421	

19:30	Dinner at restaurant <i>Nordens Folkekøkken</i> , Jægergaardsgade 6, 8000 Aarhus C, http://nordensfolkekoekken.dk (Participation in the dinner has to be booked at registration. The dinner is not included in the conference fee)
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Saturday – October 26th, 2013		
09:00-11:00	Paper panel track 1 Participatory Publics Venue: Room 010 building 1441 Chairs: Line Hassal Thomsen & Hanne Bruun	Paper panel track 2 Corporate branding, advertisement and product placement Venue: Room 110 building 1441 Chairs: David Fernández-Quijada & Anne Marit Waade
09.00	19. Dyfrig Jones: <i>Participatory Publics? Maximising the public's place within the BBC</i>	22. Jane Arthurs: <i>Sexuality, Celebrity and Corporate Branding at the BBC</i>
09.30	6. Susanne Eichner: <i>Agency as the new Pleasure. Examining Points of Attachment through Agency in Television.</i>	7. Stefania Marghitu: <i>Product Placement and Embedded Advertising in Network Television</i>
10.00	16. Dr. Manel Jiménez-Morales: <i>Immersive contents for new television</i>	23. M. Delgado, N. García-Muñoz, I. Ferrer, B. Monclús & G. Plana: <i>New forms of advertising in Spanish television: challenging legality to search profitability</i>
10.30	10. Joanna MacDonnell: <i>Doing it Live: Drama in the 21st</i>	
11:00- 11:30	Coffee/tea break Venue: Building 1441, the foyer	
11.30-13.00	Keynote panel: Making Television for the 21st Century: Challenges and Issues. Speakers: 1. Professor Lothar Mikos , University of Film and Television “Konrad Wolf” Potsdam, Germany: <i>Digitalization, Fragmentation and the Future of TV Production</i> 1. Professor David Hesmondhalgh , University of Leeds, UK: <i>Towards a Moral Economy of Television</i> 2. Head of TV 2 Denmark Lotte Lindegaard , Denmark: <i>Surprise! The main channels are still living!</i> Venue: Auditorium 012 building 1441	
13:00-14:00	Lunch and goodbye Venue: building 1441, the foyer	