

# 29. October 2024

## Symposium: Methodological and theoretical approaches to transnational VoD research

Aarhus University, Dept. of Media & Journalism Studies  
Helsingforsgade 14, 8200 Aarhus N,  
5335 (Nygaard Building), room 295 (second floor)

Organized by the EUVoD research project (AUFF 2021-24) and the Centre for Transnational Media Research at Aarhus University (Denmark)

12:00-12:45	LUNCH FOR SPEAKERS
12:45-12:50	Welcome (Cathrin Bengesser & Pia Majbritt Jensen)
12:50-13:15	<b>Cathrin Bengesser</b> (Aarhus University) Mapping the European VoD landscape: Insights into market development and business models
13:15-13:40	<b>Sandra Becker</b> (Utrecht University) Using failure studies to explore transnational European VoD history: Viaplay's canceled Dutch fiction slate
13:40-13:50	SHORT BREAK
13:50-14:15	<b>Hanne Bruun</b> (Aarhus University) Quality, Risk and Public Service Television Online: outline based on an ongoing production study of commissioning practices
14:15-14:40	<b>Marius Øfsti</b> (Aarhus University) The surprising diversity of Netflix user experiences and how to handle them
14:40-15:00	BREAK
15:00-15:25	<b>Abderrahim Chalfaouat</b> (Hassan II University of Casablanca) Researching VoD in Arab contexts: Some key concepts and considerations
15:25-15:50	<b>Jannick Kirk Sørensen</b> (Aalborg University in Copenhagen) The secret life of VoDs Part 2
15:50-16:15	<b>Martin Trans &amp; Marius Øfsti</b> (Aarhus University) EUVoD perspectives: Databases, methods & challenges
16:15-16:30	Closing remarks
18:30	DINNER FOR SPEAKERS (Restaurant tbc)