

# ***Digital technologies and creative industries:***

***How are on-demand platforms changing film and television distribution and consumption?***

**A one-day exploratory workshop: Monday 12<sup>th</sup> December, 12.30-17.30**

**Room 109, Department of Theatre, Film and Television, University of York**

## **Programme:**

12.30 *Buffet Lunch*

13.00 **Welcome and Introduction** to the Project: Andrew Higson

13.15 **Panel 1: Mapping the Field** (3 x 5 min papers + discussion)

### ***Developments in online distribution***

Roderik Smits (TFTV, University of York)

### ***The UK Video-on-Demand (VOD) market***

Huw Jones (TFTV, University of York)

### ***Interactions Between Formal and Informal Economies of Video-on-Demand (VOD)***

Paul McDonald (Kings College London)

14.05 **Panel 2: Innovative Business Models** (1 x 10min + 2 x 5min papers + discussion)

### ***Digital technologies and the changing nature of innovation in the broadcasting industry***

Beatrice D'Ippolito (YMS, University of York), Jonatan Pinkse (University of Manchester) & Marcela Miozzo (University of Manchester)

### ***New online distribution practices for independent feature films***

John Mateer (TFTV, University of York)

14.55 *Break: Tea and Coffee*

15.15 **Panel 3: Digital Platforms and Consumers** (3 x 5min papers + discussion)

### ***Algorithms, platform design and the on-demand culture***

Marian Ursu (TFTV, University of York)

### ***On-demand platforms and the politics of data protection***

David Beer (Sociology, University of York)

### ***Streaming, viewing habits and creativity***

Jonathan Sapsed (Newcastle University)

16.10 **Panel 4: Researching Online Platforms** (2 x 5min paper + discussion)

***Games-related videos on YouTube: researching what YouTube means to users***

Paul Cairns (Computer Science, University of York)

***Convergent media, from consumption to interaction: the case of eSports***

Florian Block (DC Labs, University of York)

16.40 **Where next? Wrap-up discussion**

17.00 *Wine and nibbles*

**Workshop participants:**

- **Andrew Higson**, Theatre Film and Television, University of York
- **Beatrice D'Ippolito**, York Management School, University of York
- **David Beer**, Sociology, University of York
- **Ed Braman**, Theatre Film and Television, University of York
- **Florian Block**, DC Labs, University of York
- **Huw Jones**, Theatre Film and Television, University of York
- **John Mateer**, Theatre Film and Television, University of York
- **Jonatan Pinkse**, Manchester Business School, University of Manchester
- **Jonathan Sapsed**, Newcastle University Business School, Newcastle University
- **Keith Kehoe**, Green Screen Productions
- **Marcela Miozzo**, Manchester Business School, University of Manchester
- **Marian Ursu**, Theatre Film and Television, University of York,
- **Paul Cairns**, Computer Science, University of York
- **Paul McDonald**, Culture, Media and Creative Industries, Kings College London
- **Roderik Smits**, Theatre Film and Television, University of York

**Sponsorship:**

This workshop has been funded with support from the **University of York Research Priming Fund**.

**Organisers:**

Roderik Smits, Huw Jones, Beatrice D'Ippolito, John Mateer, Andrew Higson