

# MEDIA MUTATIONS

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The international conference Media Mutations, in its twelfth edition, addresses the persistence of broadcasting, television and mainstream media in the digital scenario. Streaming services have led to changes in the media industries, and have been at the center of research and debates in television and media studies that have often framed these processes as forms of disruption, adopting a rhetoric that sees the death of broadcasting both as a business and as a cultural form. Yet, in the same years, broadcasting has returned to the center of the digital scenario, thanks to its ability to aggregate diversified audience segments, to compete and collaborate with on-demand services, to compensate for spatial and temporal limitations thanks to diversified experiences and genres, to provide business models and production cultures which seems to be mirrored by the same digital platforms. The conference therefore aims to bring attention back to broadcasting and to analyze its current state, exploring its most recent evolutions and its many forms of rebirth, resistance and reorganization.

[www.mediamutations.org](http://www.mediamutations.org)



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# MEDIA MUTATIONS

**Broadcasting, Reloaded.  
Resurgences, Resistances and Rearrangements of  
Mainstream Television and Media in the Digital Arena**

**October 14th-15th, 2021**

**Bologna, Dipartimento delle Arti | DAMSLab**

Organized by Luca Barra, Paola Brembilla and Veronica Innocenti  
(Università di Bologna)

In collaboration with the ECREA Television Studies section

**Auditorium/DAMSLab**

**Piazzetta P.P. Pasolini 5/b, Bologna**

**Live streaming su:**

 **damslab.lasoffitta**



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## Thursday, October 14<sup>th</sup>

### 9.30 | Institutional greetings

Fulvio Cammarano (deputy director, Dipartimento delle Arti, Università di Bologna)  
Guglielmo Pescatore (Università di Bologna, Associazione Media Mutations)

### Introduction

Luca Barra, Paola Brembilla, Veronica Innocenti (Università di Bologna)

### 10.00 | Keynote speech

#### ***The Digital Disruption of Television. Myths and Realities***

John Ellis (Royal Holloway, University of London)

### 11.00 | Panel 1

*Chair:* Giovanna Cosenza (Università di Bologna)

#### *New Partnerships in Drama Co-productions. The Case of Germany*

Susanne Eichner (Aarhus University)

#### *Use and Misuse of Italian Heritage on Screen. The Case of the TV Series* Leonardo

Claudio Bisoni, Elisa Farinacci (Università di Bologna)

#### *Soap Opera. A Never Ending (Love) Story, Even in Tough Times. Engaged Audiences and*

*Visual Contents in the Italian Soap Operas* Il paradiso delle signore *and* Un posto al sole  
Stefania Antonioni (Università di Urbino)

### 12.00 | Panel 2

*Chair:* Anna Maria Lorusso (Università di Bologna)

#### *Liveness, Reloaded. Popular Music, Television, Digital Platforms and the New Definition of “Live”*

Gianni Sibilla (Università Cattolica del Sacro Cuore, Milan)

#### *Perché Sanremo è Sanremo. The Renewed Success of Broadcast TV in Transmedia Culture*

Francesco Piluso (Università di Bologna)

### 13.00 | Lunch break

### 15.00 | Panel 3 (online)

*Chair:* Paolo Noto (Università di Bologna)

#### *Survival 101. Community or How to Navigate the Mutations of Contemporary Television*

Frédérique Khazoom (Université de Montréal, University of Amsterdam)

#### *Sounds Like an Old Story. Innovation and Resistance in the Podcast Experiences of Italian Radio Broadcasters*

Marta Perrotta (Università Roma Tre)

#### *Podcasting as a Cultural Form between Old and New Media*

Tiziano Bonini (Università di Siena)

### 16.00 | Panel 4 (online)

*Chair:* Marco Cucco (Università di Bologna)

#### *National Broadcasting Meets Parent Company Circulation and Streaming Libraries*

Jennifer Gillan (Bentley University)

*Streaming Trends and Platform Wars. Quality, Participation and the Case of The Expanse*  
David L. Palatinus (University of Ruzomberok, Technical University of Liberec)

#### *European General-Interest Television Content in the Digital Arena*

Celina Navarro, Nuria Garcia-Muñoz, Matilde Delgado (Universitat Autònoma de Barcelona)

#### *Generation Z and Television. It's Complicated*

Anna Podara, Theodora A. Maniu, George Kalliris (Aristotle University of Thessaloniki and University of Cyprus)

### 17.30 | Workshop (online)

#### **Negotiating with Digital Platforms**

Organized with NECS - European Network for Cinema and Media Studies

*Chair:* Luca Barra (Università di Bologna, NECS steering committee)

#### ***Netflix Is Destroying TV Studies... and What We Can Do About It***

John Ellis (Royal Holloway, University of London)

#### *Discussants:*

Miriam De Rosa (Ca' Foscari University of Venice, NECS steering and open scholarship committees)

Jeroen Sondervan (open access publishing consultant, Utrecht University)

## Friday, October 15<sup>th</sup>

### 10.00 | Panel 5

*Chair:* Lucio Spaziante (Università di Bologna)

#### *Spoiling Spoilers. Seriality, Binge Watching and the New Life of Weekly Scheduling*

Daniela Cardini (IULM University, Milan)

#### *“At lunchtime I usually watch Friends”. How Netflix Remediate Linear TV*

Valentina Re (Link Campus University, Rome)

#### *This Is Us Gendered Hierarchies, and the States of U.S. Broadcast Television in the Multichannel Era*

Nora Patterson (Auburn University)

### 11.15 | Panel 6

*Chair:* Riccardo Brizzi (Università di Bologna)

#### *Old Television, New Audiences. Innovative Approaches to Italian Kids and Teen TV On-air and On-line*

Paolo Carelli, Stefano Guerini-Rocco, Massimo Scaglioni, Anna Sfarini (Università Cattolica del Sacro Cuore, Milan)

#### *My Brilliant Friend. A Transmedia Advertising Strategy for a Mainstream Show*

Valerio Di Paola (Sapienza Università di Roma)

#### *New Media, Old Rules? Analysing Patterns of Continuity between Traditional and OTT Television in EU's Audiovisual Policy Framework*

Gloria Dagnino (USI, Lugano)

12.30

**Closing Remarks** | Luca Barra, Paola Brembilla, Veronica Innocenti (Università di Bologna)

13.00 | Lunch Break