

MID-TERM MEETING

IRN SOUTH-STREAM



Streaming platforms from the Global South

TRAJECTORIES & TRANSNATIONAL EXPANSIONS



27-29 OCTOBER 2025

WITS CLUB, JOHANNESBURG

Event with RSVP required

southstream.cnrs.fr



mid-term meeting

IRN SOUTH-STREAM

DAY 1 : 27 OCTOBER 2025 | WITS CLUB, JOHANNESBURG

9.00 - Welcoming & General Introduction

9.30 **Christine Ithurbide**

CNRS – Passages

9.30 - SESSION 1 • BIG ‘GLOBAL SOUTH’ PLAYERS

11.30 TRAJECTORY & STRATEGIES

Chair: Mehita Iqani, Stellenbosch University

Tristan Mattelart

CARISM Paris 2 University

TikTok: from “circumscribed creativity” to the development of an international video production model

Asmaa Azizi and Maria Doss

LabSIC Paris Sorbonne Nord

Converging screens, diverging strategies:
The trajectory of Shahid in the MENA region

Ece Vitrinel and Uğurhan Topcuoğlu

Galatasaray University

What is local after all? Turkish BluTV
Becoming HBO Max

Leonardo De Marchi

Federal University of Rio de Janeiro

From National Hegemony to Global Market
Challenges : The Globo Group and the
Experience of Globo Play

LUNCH

14.30 - SESSION 2 • LOCAL STREAMING

16.30 LANDSCAPES IN MUTATIONS

Chair: Philippe Bouquillion, Sorbonne Nouvelle

Ikechukwu Obiaya

Panatlantic University of Lagos

The Challenges and Prospects of Homegrown
Streaming Platforms in Nigeria

Alix Benistant

LabSIC Paris Sorbonne Nord

Local Alternatives in Globalized Markets:
Independent Audio-Visual Platforms in
Argentina and Mexico

Vibodh Parthasarathi

CCMG, Jamia Islamia Islamia

The Dynamics of Outsourcing in the VoD
Business in India

Mehita Iqani

Stellenbosch University

Capitalism and Science: Commercial Logic in
the National Geographic Explorer
Programme

COFFEE / TEA BREAK

11.50 - FROM STREAMING TO SOVEREIGNTY:

12.50 RETHINKING DIGITAL FLOWS FROM THE
GLOBAL SOUTH

Iginio Gagliardone

Department of Media Studies, University of
the Witwatersrand

COFFEE / TEA BREAK

mid-term meeting

IRN SOUTH-STREAM

DAY 2 : 28 OCTOBER 2025 | WITS CLUB, JOHANNESBURG

9.30 - PANEL ON CONTENT MODERATORS
10.30 AND DIGITAL ACTIVISM IN AFRICA

with **Daniel Motaung**
Founder of Safe Content Advocacy Network
moderated by **Toussaint Nothias**
New York University

COFFEE / TEA BREAK

11.00 - SESSION 3 • TECH PLAYERS,
13.00 INDUSTRY DYNAMICS & SOVEREIGNTY
Chair: Vibodh Parthasarathi, CCMG, Jamia
Islamia Islamia

Philippe Bouquillion
Sorbonne Nouvelle

Christine Ithurbide
CNRS- Passages
From techno-solutionism to the question
national sovereignty - A political economy of
communication of AI in SVOD market in India

Abdul Shaban
Tata Institute for Social Sciences, Mumbai
Disrupting India's OTT market: Price War
between Jio Cinema and Other Platforms

Alessandro Jedlowski
LAM Sciences Po Bordeaux
When platforms fail: The promises of digital
film distribution in Africa and their pitfalls

Toussaint Nothias
New York University
Kenya v. Big Tech: Platform Accountability
across Borders

LUNCH

14.00 - SESSION 4 • CONTENT CREATION,
15.30 ALGORITHMS & POWERRELATIONS
Chair: Ece Vitrinel, Galatasaray University

Arturo Arriagada
Universidad Adolfo Ibáñez &
Millenium Center on the Evolution of Work (MNEW)

Diego Olivares
Millennium Center on the Evolution of Work (MNEW)
Singing for the Algorithm? Platformization in
the Chilean Music Industry

Fumani Jwara
Stellenbosch University
Creative Fragments: Patches as Theory, Music
Practice, and Autoethnographic Expression

Yuwen Zhang
GRIPIC Sorbonne University
Xiaohongshu (RED) Navigating Visibility,
Consumption and Regulation in China

COFFEE / TEA BREAK

16.00 - PANEL ON CHINESE POPULAR
17.00 CULTURES, DIGITAL PLATFORMS AND
CHINA'S CULTURAL EXPORTS

with **Tian Chen**
Dr. University of Cape Town and co-founder
of Wubuntu

moderated by **Gregoire Bienvenu**
Université Paris Nanterre

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IRN SOUTH-STREAM

DAY 3 : 29 OCTOBER 2025 | WITS CLUB, JOHANNESBURG

9.30 - ROUNDTABLE DISCUSSION ABOUT THE

11.00 WITS AI MIND INSTITUTE

with **Iginio Gagliardone**

Department of Media Studies, University of
the Witwatersrand

and **Olu Randle**

Head of the Digital Arts Department at Wits
University

COFFEE / TEA BREAK

[CLOSED-DOOR SESSIONS]

11.15 - Discussion on the IRN Mapping

12.45 Project

LUNCH

14.00 - Collective publications and way forward for

16.00 the next two years of the IRN (2026-2027)

ABOUT IRN SOUTH-STREAM

The IRN SOUTH-STREAM is a five years
programme (2023 – 2027) funded by The
French National Centre for Scientific Research
(CNRS) and benefiting from the support of the
LabEx ICCA (Laboratoire d'Excellence Industries
Culturelles et Création Artistique).

It aims to lead a collective and critical reflection of
Global South cultural platforms and digital players.
It gathers 9 partner institutions in France, England,
Nigeria, South Africa, Turkey, India, Brazil and
Chile and about 50 members.

CONTACT

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CNRS, Passages

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