

# DIGITAL PLATFORMS IN THE GLOBAL SOUTH: SHAPING A CRITICAL APPROACH

June 28th and 29th 2021

Organized by  
Philippe Bouquillion (LabSIC, Paris 13),  
Christine Ithurbide (CNRS Passages)  
and Tristan Mattelart (Carism, Paris 2)

**Location : Room 214**  
**Université Paris 2,**  
**92 rue d'Assas, 75006 Paris**

**& Online via Zoom :** 

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## 14H-14H45 Introduction

**Philippe Bouquillion** (LabSIC, Paris 13), **Christine Ithurbide** (CNRS Passages) and **Tristan Mattelart** (Carism, Paris 2), *Some Preliminary Observations on an Emerging Research Field*

## 14H45-15H30 Keynote Speech

**Nick Couldry** (London School of Economics and Political Science) and **Ulises Mejias** (State University of New York at Oswego), *Colonized by Data: Platforms and the Reconfiguration of Social Life for Capital*

## 15H30-15H45 Pause

## 15H45- 17H15 Session I – The Stakes of Digital Platforms for Industry and Public Policy in the Global South

- **Alessandro Jedlowski** (Sciences Po Bordeaux, LAM): *The (Un)making of Informational Sovereignty: Screen Media, Politics and Technological Innovation in Nigeria*
- **Vibodh Parthasarathi** (Center for Culture Media & Governance, Jamia Millia Islamia University) and **Simran Agarwal** (LabSIC, LabEx ICCA): *From Platforms to Platformisation: The Reconfiguration of Social Economies in India*
- **Rodrigo Gómez García** (Universidad Autónoma Metropolitana-Cuajimalpa): *Challenges of Media Policy in the Age of Platform Imperialism: A View from Latin America*

FIRST DAY - MONDAY JUNE 28TH

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## 14H-15H30 Session II - Behind Digital Platforms, Perspectives from Cultural and Digital Workers

- **Alix Bénistant** (LabSIC, Paris 13): *Cultural Crowdfunding Platforms in Latin America. From the "Creative" Political Agenda to the Strategies of Actors*
- **Vassili Rivron** (CERREV/UNICAEN): *Differentiated Access to Platforms: The Artist-Producer in the Reorganization of Musical Sectors in Brazil and Central Africa*
- **Abdelfettah Benchenna** (LabSIC, Paris 13): *Relocations of ICT-Related jobs: A Phenomenon at the Crossroads of North / South Relations and Social Classes? A View from Morocco*

15H30-15H45 Pause

## 15H45- 17H15 Session III - Strategies of Transnational Players and Localization Processes

- **Luis Albornoz** (Universidad Carlos III): *The Issues Raised by Netflix Strategies in Latin America*
- **Philippe Bouquillion** (LabSIC, Paris 13): *The Links between Content Industries and Technical Infrastructures in the Case of Indian Audiovisual Platforms: What Stakes of Hegemony?*
- **Christine Ithurbide** (CNRS, Passages): *Digital Platforms Weaving into Local Craft Industry: Learnings from India*

17H15-17H30 Concluding remarks

# SECOND DAY - TUESDAY JUNE 29TH

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Registration:

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