

IRN SOUTH-STREAM

A collective and critical approach of cultural platforms,
digital players and policies in the global south

11 – 13 OCTOBER 2023 | MSH PARIS NORD



**kick-off
meeting**

Maison des Sciences de l'Homme Paris Nord
20, avenue George Sand, 93210 La Plaine Saint-Denis

southstream.cnrs.fr



kick-off meeting

IRN SOUTH-STREAM

11 – 13 OCTOBER 2023 | MSH PARIS NORD

DAY 1 • 11 OCT 23 | IRN MEMBERS' PRESENTATIONS

9.00 Welcoming

9.15 – Introduction on the IRN SOUTH-STREAM

9.45 **Christine Ithurbide**

CNRS – Passages, France

9.50 - **SESSION 1 • PLATFORMS, CAPITALISM & POWER RELATIONS IN THE GLOBAL SOUTH'S CULTURAL INDUSTRIES**

Ikechukwu Obiaya

Pan-Atlantic University (PAU), Nigeria

Exploring power relations and platforms.

A perspective from the Nollywood Film Industry

Mehita Iqani

Stellenbosch University, South Africa

Media Studies in South Africa: Decolonising Approaches

COFFEE / TEA BREAK

11.10 – **SESSION 2 • GAFAM, HEGEMONIES AND DIGITAL POLICIES**

Philippe Bouquillion

Paris Sorbonne Nord University and LabEx ICCA, France

The Big Five in India, Powerful Players?

Toussaint Nothias

New York University, United States

Zero-rating and the Global Majority: Common, Costly, Contested

Vibodh Parthasarathi

Jamia Millia Islamia, India

Platformisation under a State Leniency: The rise of Reliance Jio as a consequential actor

LUNCH

14.00 – **SESSION 3 • STREAMING MARKETS, HOMEGROWN PLATFORMS & LOCAL CREATORS**

David Hesmondhalgh and Zhongwei “Mabu” Li

Leeds University, England

From P2P to the Cloud: Music, Platformisation, and Infrastructural Change in China

Ece Vitrinel and Uğurhan Topcuoğlu

Galatasaray University, Turkey

The Audiovisual Landscape in Turkey and the Rise of VoD Platforms

Leonardo De Marchi

Universidade Federal do Rio de Janeiro, Brazil

Brazil's culture industries in the streaming age: an overview of local response to the celestial jukebox.

COFFEE / TEA BREAK

Alessandro Jedlowski

Institute of Political Studies (Sciences Po Bordeaux), France

Hidden in Plain Sight. YouTube and Nollywood's Reinvention of Minor Transnational Practices

Arturo Arriagada

Universidad Adolfo Ibáñez, Chile

(Re)Inventing Influence: Valuation and Justification in the Influencer Marketing Market in Chile

Abdul Shaban and Zinat Aboli

Tata Institute for Social Sciences, India

Cultural diversity, film production and their success in India

DINNER

kick-off meeting

IRN SOUTH-STREAM

11 – 13 OCTOBER 2023 | MSH PARIS NORD

DAY 2 • 12 OCT 23 | COLLECTIVE DISCUSSION ON THE IRN SCIENTIFIC PROJECT

9.30 – 10.00 Introduction

LUNCH

10.00 – 11.15 GROUP DISCUSSIONS,
RESTITUTION & DEBATE
Analytical framework & theoretical
references

14.30 – 16.30 DISCUSSION ON THE
RESEARCH AXES
Trajectories, Transformation and
Transnationalization

COFFEE / TEA BREAK

11.45 – 13.00 GROUP DISCUSSIONS,
RESTITUTION & DEBATE
AI, platforms and cultural industries :
reshuffling the cards?

19.30 CONCERT EVENING AT THE
MAMA MUSIC CONVENTION

DAY 3 • 13 OCT 23 | WAYS FORWARD

10.00 - 12.30 ORGANIZATION OF THE IRN
ACTIVITIES FOR 2024-2025
Preparation of Fieldworks & Workshops
Presentation of the website
Deliverables

CLOSING LUNCH

kick-off meeting

IRN SOUTH-STREAM

11 – 13 OCTOBER 2023 | MSH PARIS NORD

VENUE IRN MEETING

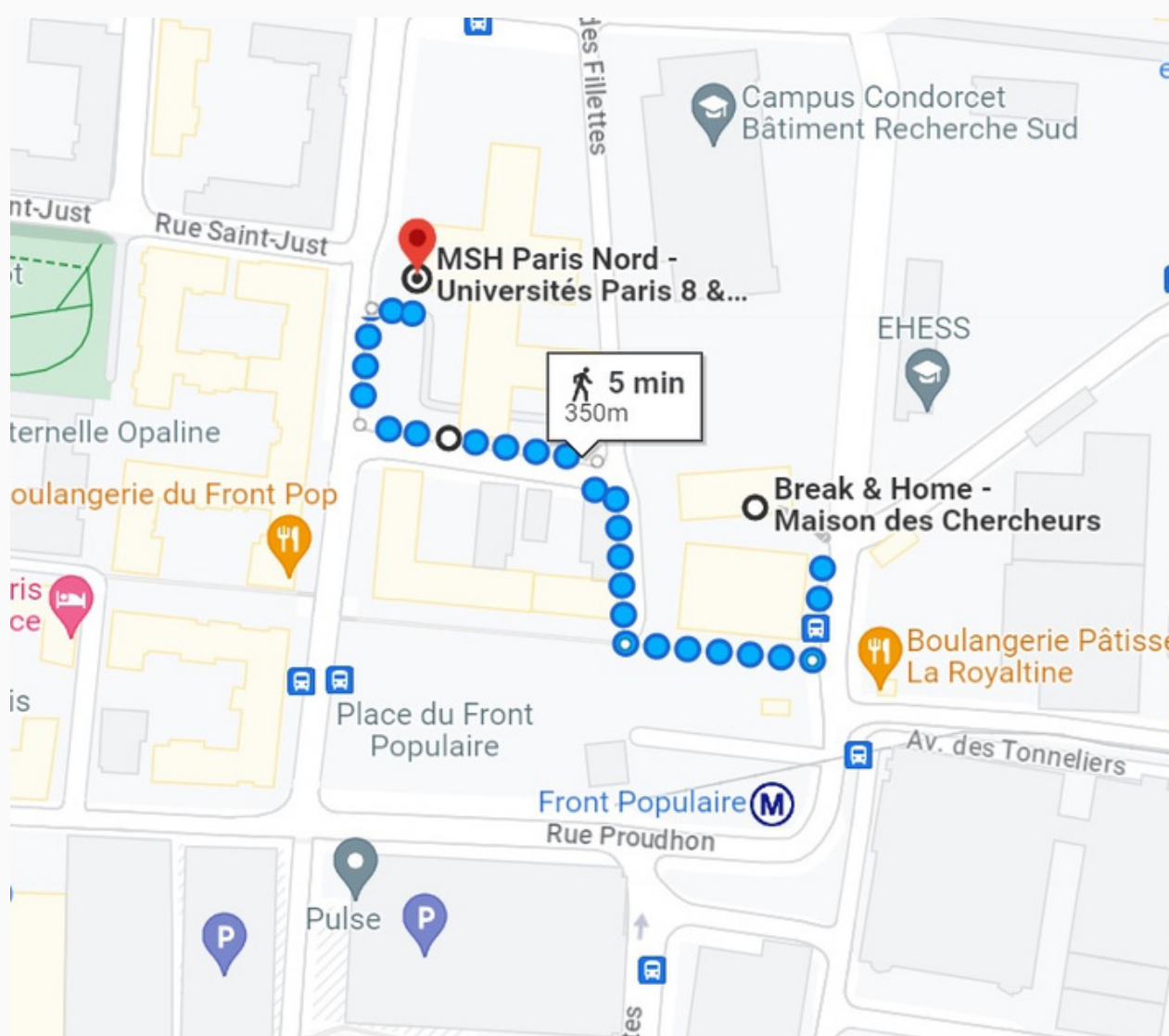
Salle panoramique
Maison des Sciences de l'Homme Paris
Nord (MSHPN)
20, avenue George Sand,
93210 La Plaine Saint-Denis
<https://www.mshparisnord.fr/>

HOTEL

Maison des chercheurs -Break & Home
1 cours des Humanités
93322 Aubervilliers
www.breakandhome.com/condorcet/

METRO LINE 12

Front populaire (exit n°3 MSH)



For questions and inquiries, please contact
Christine Ithurbide (CNRS, Passages)
Project Coordinator
christine.ithurbide@cnrns.fr

southstream.cnrns.fr

