

LABEX **ICCA**

2nd
INTERNATIONAL
WORKSHOP



cultural
industries
& digital
platforms

NOVEMBER, 14TH AND 15TH
MAISON DE LA RECHERCHE

4 RUE DES IRLANDAIS – 75004 PARIS

IC industries
CA culturelles &
création
artistique



U-S-PC
Université Sorbonne
Paris Cité

PROGRAM

Monday 14th November

13h45 Welcome

Session 1 : The innovation dynamic - 14h00 - 16h15

« The race for innovation in the media and content industries: legacy players and newcomers. »

- **Pierre-Jean BENGZHI** - Ecole Polytechnique, Paris, France
- **Elisa SALVADOR** - ESSCA School of Management, Paris, France.
- **Jean-Paul SIMON** - JPS Public Policy Consulting, Seville, Spain.

« Digital platforms in the creative industry: Innovation v. consumer welfare? »

- **Florence THÉPOT** - University of Glasgow, Glasgow, Scotland

« Business models, diffusion of innovation and imitation in cultural and creative industries: The case of online press »

- **Inna LYUBAREVA** – Telecom Bretagne, Brest, France
- **Fabrice ROCHELANDET** - Université Paris 3, Paris, France & LabEx ICCA

15 minutes break

Session 2 : Industrial strategies and public actors - 16h30 - 18h45

« Industry associations as actors in digital intermediation - an assessment with examples from the German book industry »

- **Christoph BLÄSI** - Johannes Gutenberg Universität, Mainz, Germany

« Platforms and performing art: publics, institutions, industrial strategies »

- **Christine BELLAVOINE** – Ville de Saint-Denis, Saint-Denis, France
- **Philippe BOUQUILLION**, - Université Paris 13, Paris, France & LabEx ICCA
- **Louis WIART** - Université Paris 13, Paris, France & LabEx ICCA

« Public platforms of informational brokerage: an alternative to private models to access cultural and educational contents ? »

- **Olivier THUILLAS** - Université Paris 13, Paris, France.

Tuesday 15th November

Session 3 : The User at the heart of digital platforms- 9h00 - 11h15

« The User, a Key Element for platforms – Through the Lense of Alibaba »

- Miao HE, Zhejiang Sci-tech University - Culture Communication School, Hangzhou, China
- Françoise PAQUIENSÉGUY, Sciences Po Lyon, Lyon, France

« Recommender Systems acceptance or refusal from an information driven perspective to a relation driven perspective »

- Alexandre COUTANT - Université du Québec, Montréal, Canada

« The role of recommandations on crowdfunding platforms : Evidence from a randomized field experiment »

- Marianne LUMEAU – Université d'Angers, Angers, France & LabEx ICCA
- Frédéric MAHÉ - Université de Paris 3, Paris, France
- Jordana VIOTTO - Université Paris 13, Paris, France & LabEx ICCA

15 minutes break

Session 4 : Music Industry - 11h30 – 13h00 **Value chaine, digital distribution and new funding**

« Digitization and Music Global Value Chain: an Evolutionary Approach to Aggregators Emergence in Brazilian Market »

- Pedro PERFEITO DA SILVA- Federal University of Rio Grande do Sul, Brasil
(subject to confirmation)

« Digital Music Distribution: Exploring Stakeholders and Industry Intersections in Kenya and Ghana »

- Christiaan De BEUKELAER - University of Melbourne, Melbourne, Australia

« Characteristics of crowdfunding creators: evidence from the French music industry »

- Marc BOURREAU – Telecom ParisTech, Paris, France
- François MOREAU – Université Paris 13, Paris, France & LabEx ICCA
- Jordana VIOTTO - Université Paris 13, Paris, France & LabEx ICCA

Lunch

Session 5 : Audiovisual media industry - 14h30 - 16h45
Impact on contents

« The role of the digital broadcasting platforms in the visibility and the evolution of self-produced web-series. »

- **Marie-Caroline NEUVILLIERS** - Université Paris 3, Paris, France
(subject to confirmation)

« Platformization - on the road towards cultural depletion? »

- **Katharina HOELCK**, Vrije Universiteit Brussel, Brussel, Belgium

« Multi-Screen: Cinéma, platforms and contents in perspective »

- **Christian POIRIER** – Université du Québec, Montréal, Canada