

TRANSNATIONAL TELEVISION DRAMA

TASTES • TRAVELS • TRENDS



AARHUS, 5 - 9 JUNE 2018

WELCOME

A very warm welcome!

We are so pleased to welcome you to Aarhus and look forward to meeting you all and sharing ideas with you.

This conference marks the end of our research project What Makes Danish Television Drama Series Travel. The project started in 2014 with financial support from the Danish Research Council and the Aarhus University Fund. We wanted to follow the series around the world and talk to producers, distributors, buyers and viewers. We wanted to trace how these series travelled, how drama series from small countries are traded on the global market, and how the production of public service drama series is challenged – but also inspired – by international attention. We would now like to share our main findings and ideas with you.

This conference focuses on transnational television drama series in terms of their production, distribution and reception by looking at a variety of markets, texts and genres. We are particularly happy to see contributions from many different countries, geo-linguistic markets and media systems. Our hopes and ambitions are that the different cases and findings will give us a kaleidoscopic view of the tastes, travels and trends that surround transnational television drama.

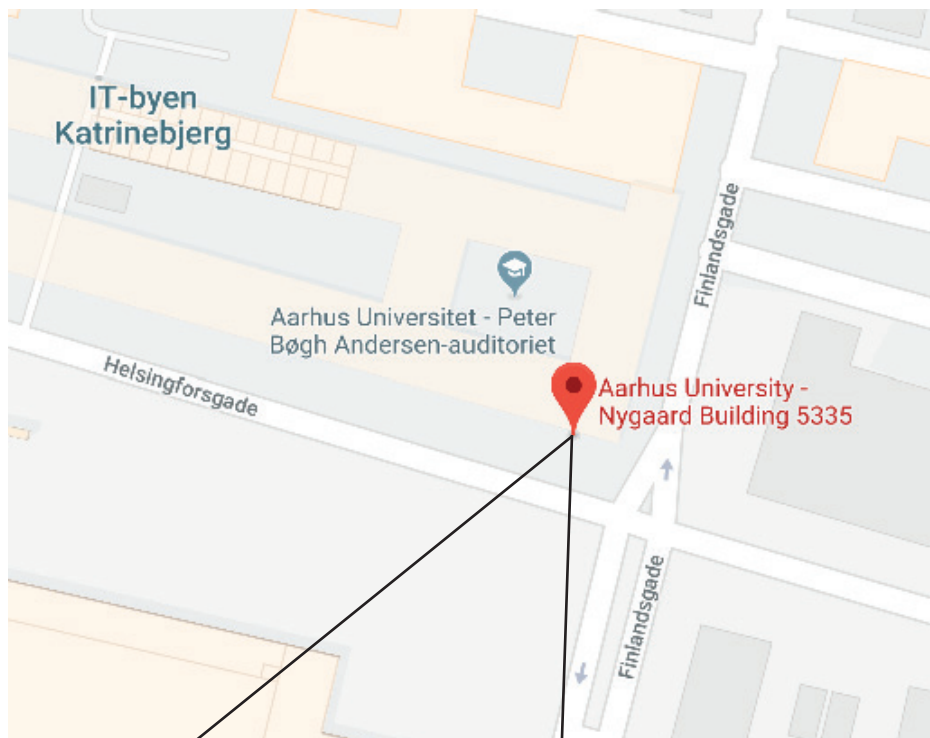
In our call for papers, we referred to John Ellis who in 1992 stated that television was an “essentially national activity for the vast majority of its audience”. We are therefore very pleased that John Ellis has accepted our invitation to take part in the conference and share his ideas on how this has changed in the increasingly transnationally connected television landscape today. We have also invited many internationally recognised scholars and industry partners that have been affiliated to the research project as experts. They have all contributed to our work in different ways and will share their ideas in a number of keynote panels.

We hope that you will enjoy the conference and your days in Aarhus.

Kindly,
Gunhild Agger, Ushma Chauhan Jacobsen and Anne Marit Waade
Academic conference committee



MAP



ADRESS

Finlandsgade 21
8200 Aarhus

ROOMS IN NYGAARD

- PBA (Peter Bøgh Andersen Auditorium)
- Room 091
- Room 184, 1st floor, building 5335
- Room 192, 1st floor, building 5335

PRE-PROGRAMME

TUESDAY 5 JUNE

At your own cost

TIME

VENUE

18:30 Pre-conference drink & dinner

Grappa al Porto

Europaplads 10, 8000 Aarhus

WEDNESDAY 6 JUNE

Free event, register online

TIME

VENUE

08:30 Welcome coffee & tea

Outside 091

09:00- PARALLEL WORKSHOPS

15:00

WORKSHOP 1

Audio-Visual Methodologies for Transnational Television Studies: What can the video essay do for you?

LECTURES

Professor Catherine Grant and Dr. Janet McCabe, both Birkbeck University of London, (UK)

HOSTS

Assistant Professor Mathias Bonde Korsgaard, AU, (DK), Associate Professor Pia Majbritt Jensen, AU, (DK)

Room 184

WORKSHOP 2

PhD networking and career planning.

LECTURES

Professor Trine, Syvertsen University of Oslo, (N), Professor Lothar Mikos, Film University Potsdam, (DE), PhD student Cathrin Bengesser, Birkbeck, University of London, (UK), Postdoc Pei Sze Chow, MSCA AU, (UK), Associate Professor Susanne Eichner, AU, (DK).

HOSTS

Cathrin Bengesser, Birkbeck, University of London, (UK), Associate Professor Susanne Eichner, AU, (DK).

Room 091

PROGRAMME

WEDNESDAY 6 JUNE

Trends: Production perspective

TIME		VENUE
15:00	Registration, coffee & tea	Foyer outside PBA
16:00	Welcome	PBA
16:15	Industry panel Co-producing for International Markets Panel: Piv Bernth, producer, Apple Tree Productions (DK), Peter Bose, producer, Miso Film (DK). Chairs: Associate Professor Jakob Isak Nielsen	PBA
17:15	Break	Foyer outside PBA
17:45	Keynote panel Trends: Producing Drama - for International or Domestic Markets? Panel: Professor Andrea Esser (UK), Professor John Ellis (UK), Associate Professor Tim Raats (B), Professor Gunhild Agger (DK) and Associate Professor Trisha Dunleavy (NZ). Chair: Professor Jeanette Steemers (UK)	PBA
19:30	Drinks & dinner buffet	Foyer outside PBA

DR: Herrens veje/Ride upon the storm



THURSDAY 7 JUNE

Travels: The Value of Transnational TV Drama

TIME

VENUE

08:30	Morning coffee & tea	Foyer outside PBA
09:00	Keynote Panel The Values of Transnational Television Drama: Gender, Culture, Language? Panel: Professor Sue Turnbull (Australia), Dr. Janet McCabe (UK), Professor Ruth McElroy (Wales). Chair: Associate Professor Pia Majbritt Jensen	PBA
10:30	Break	



Credit: David Giesbrecht/Netflix

THURSDAY 7 JUNE

Travels: The Value of Transnational TV Drama

TIME

11:00 PARALLEL PAPER SESSION 1

TRACK 1

Web Series, Online Distribution, Multiplatforms

CHAIR

Jakob Isak Nielsen

PAPERS

Trisha Dunleavy: Trans-Tasman drama in TV's multiplatform era: The Australasian success of 800 words

Mads Andersen & Vilde S. Sundet: Digitising youth fiction: A comparative analysis of two Nordic approaches

Nadia Alonso López: Transnational experiences in interactive webseries: The case of Reservoir Hill and Si fueras tú

Alessandra Meleiro: Brazil crew base: A Netflix training Initiative

PBA

TRACK 2

Transnational Fandom and Audience

CHAIR

Matt Hills

PAPERS

Elke Weissmann: Judging transnational drama: Audiences' evaluations of TV drama

Mesut Bostan & Dilara Bostan: "Diriliş: Ertuğrul": Populist ethos and mythology in historical TV drama

Carmen Spanó (Skype): The attractions of "Recoil" TV: The story-world of Game of Thrones

Room 091

TRACK 3

Narration, Aesthetics, Adaptation

CHAIR

Pei Sze Chow

PAPERS

Li Xiang: From journey to the West to a Korean odyssey: The reconstruction of Chinese classical meta-narrative in transnational television drama

Silvia Murillo: When The Bridge (2011 -) becomes The Tunnel (2013 -): Visual constructions of the space of the border

Robert Watts: The tourist gaze and the global original: National 'prestige' drama in the Netflix era

Room 184

TRACK 4

Panel: Turkish Series

CHAIR

Elif Akcali

PAPERS

Melis Behlil: Mapping travels of Turkish dramas

Elif Akçalı: Different genres, similar themes and characters: An overview of the highest rated television series from Turkey

İrem İnceoğlu: Localisation of gender representations in TV series adaptations in Turkey

Room 192

THURSDAY 7 JUNE

Travels: The Value of Transnational TV Drama

TIME

12:30 Lunch

13:30 PARALLEL PAPER SESSION 2

TRACK 1

Public Service in a Network Era

CHAIR

Andrea Esser

PAPERS

Cathrin Bengesser: TV drama as a (re-)source of legitimacy in times of crisis for public service broadcasters

Giulia Manica: Two steps forward and one step back: The long historical route to contemporary transnational drama in Italy

Stéfany Boisvert: Alias Grace and Fatale Station as transnational TV dramas and new forms of "Canadian" content

Tim Raats & Jeanette Steemers: The impact of Netflix on small TV markets (threats and potential)

PBA

TRACK 2

Mobilising Young Audiences

CHAIR

Jeanette Steemers

PAPERS

Flávio Garcia da Rocha: Netflix drama reception in the land of telenovelas: A case study of Brazilian connected youth

Juan Francisco Gutiérrez Lozano: Young Andalusian emigrants in Europe and their viewing practices of (trans) national TV drama

Enrique Uribe-Jongbloed & Wolfgang Fuhrmann: Consumption of "local" and "foreign" television products through Netflix

Room 091

TRACK 3

Gender and Post-feminism in Transnational Television Drama

CHAIR

Susanne Eichner

PAPERS

Alexia Smith: Transnational television drama and elite femininities in Africa: Theorising postfeminist television in the global South

Irina Souch: In search of raw elegance: transnational translations of the Dutch procedural drama *Penoza*

Lindiwe Dovey & Emmanuelle Charlier: Major and minor transnationalism in contemporary women-centered television drama

Room 184

TRACK 4

Co-produced and Local Content for Global Markets

CHAIR

Elke Weissmann

PAPERS

Manuel José Damásio & Jorge Paixão da Costa: Portuguese Soap Operas: Transnational dynamics of locally produced drama

Kim Toft Hansen: Glocal perspectives on Danish television drama

Sue Turnbull & Marion McCutcheon: Valuing the global impact of Danish TV drama series: An Australian case study

Room 192



15:00 Break

15:30 PARALLEL PAPER SESSION 3

TRACK 1

Netflix

CHAIR

Trisha Dunleavy

PAPERS

Barbara Klinger: Import ecologies: Netflix and transnational crime TV in the United States

Bärbel Glöbel-Stolz: Global IPTV, Netflix, "Soul-Communism": Transnational dramas for a transnational audience

Nadine Dannenberg: „I am also a we”: Affective and effective transnational storytelling in SENSE8

PBA

TRACK 2

Travelling Drama?

CHAIR

Lothar Mikos

PAPERS

Lingwei Shao: The returning of Hallyu: Why Korean television drama My Love from the Star gains popularity among Chinese audiences

Yeşim Kaptan and Murat Tutucu: The East meets the Middle East: Cultural proximity, audience response and Korean TV adaptations on Turkish televisions

Rui Xu: British TV dramas and its thriving Chinese fans online

Room 091

TRACK 3

Music and Style in Transnational Television Drama

CHAIR

Anna Louise Kiss

PAPERS

Daniela Cardini & Gianni Sibilla: Traveling songs: The role of popular music in transnational television drama

Murad Özdemir: Ear-witnessing Turkish serials: An ethnography of Turkish television serial music production

Jakob Isak Nielsen: Stylish drama series – overt style in Danish drama series?

Room 184

TRACK 4

Panel: Interculturality and the Export of the Quebec TV format Un Gars Une Fille

CHAIR

Edward Larkey

PAPERS

Deborah Castro Marino: How many times do you have sex per week? Representation of sexuality between couples in the Spanish adaptation of Un gars, une fille

Stéfany Boisvert: Un gars, une fille and the "gender formula" of a scripted TV format

Angelo Sollano: Meeting my own self: crossovers between international adaptations of the same TV show

Edward Larkey: Traveling narratives of sketch comedies: Adapting narrative structure in Un Gars Une Fille

Room 192



THURSDAY 7 JUNE

Travels: The Value of Transnational TV Drama

TIME

VENUE

17:00 Keynote exhibition

Foyer

Posters, drinks, snacks and "snak"

So then, What Makes Danish TV Drama Series Travel?

Poster presentations: Anne Marit Waade, Pia Majbritt Jensen, Eva Novrup Redvall, Kim Toft Hansen, Susanne Eichner, Jakob Isak Nielsen, Gunhild Agger, Ushma Chauhan Jacobsen, Lynge Stegger Gemzøe.

18:00 Keynote film & talk show

PBA

So then, What Makes Danish TV Drama Series Travel?

Panel: Anne Marit Waade, Pia Majbritt Jensen, Eva Novrup Redvall, Kim Toft Hansen, Susanne Eichner, Jakob Isak Nielsen, Gunhild Agger, Ushma Chauhan Jacobsen, Lynge Stegger Gemzøe.

Chair: Professor Trine Syvertsen

19:30 Bus departure for the restaurant (meet up outside the main entrance, building 5335, Helsingforsgade 14)

20:00- Dinner

Værkmestergade 7-9

23:00 Restaurant Smedien, Centralværkstedet

8000 Aarhus C



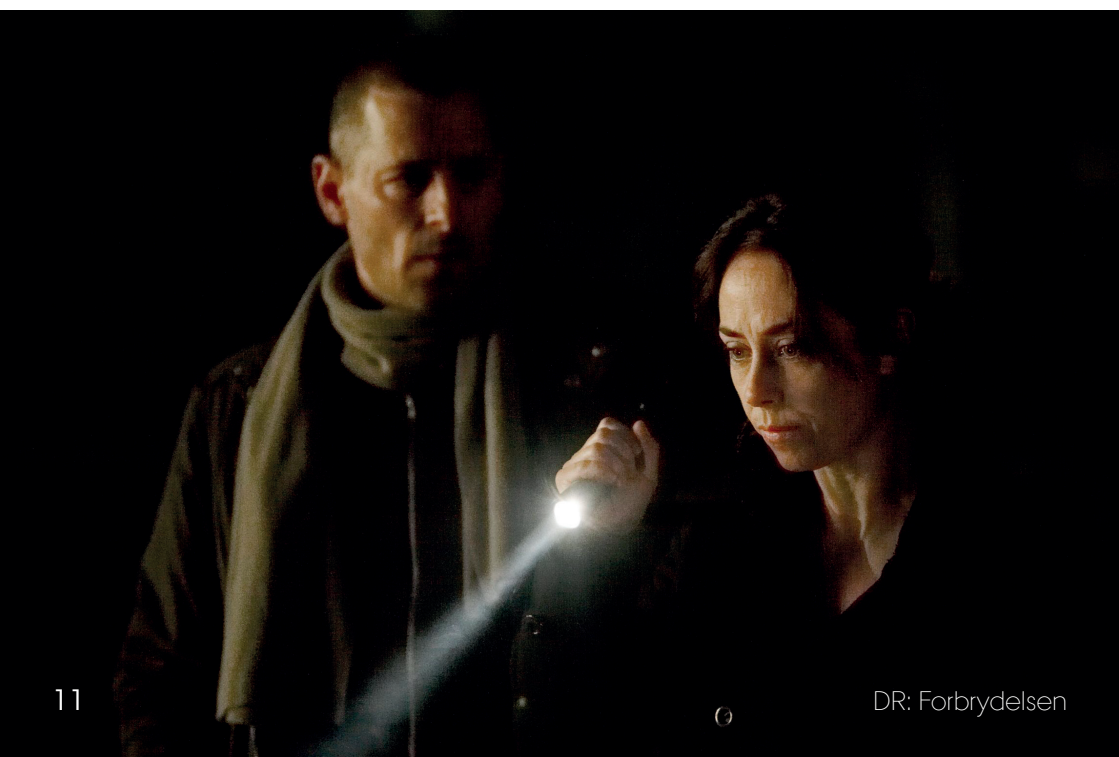
FRIDAY 8 JUNE

Tastes: Audience perspectives

TIME

VENUE

08:30	Morning coffee & tea	Foyer outside PBA
09:00	Keynote panel Tastes: Audience perspectives Panel: Matt Hills (UK), Alessandra Meleiro (Brazil), Pia Majbritt Jensen (DK), Yeşim Kaptan (US/Turkey) Chair: Associate Professor Susanne Eichner	PBA
10:30	Break	Foyer outside PBA
11:00	Industry Panel How do we reach young audiences? Panelists: Lene Heiselberg, DR Media Research; Jonas Kryger Hansen, Commissioning editor for DR Ultra at the Danish Broadcasting Corporation (DR); Jeanette Steemers, Professor at King's College in London; and Toke Westmark Steensen, screenwriter of BaseBoys and Klassen Chairs: Associate Professor Eva N. Redvall and PhD student Mads M. Andersen	PBA
12:30	Lunch	Foyer outside PBA



FRIDAY 8 JUNE

Tastes: Audience perspectives TIME

13:30 PARALLEL PAPER SESSION 1

TRACK 1

Panel: European Producers and Distributors

CHAIR

Christopher Meir

PAPERS

Christopher Meir: From "Rooted Regionalism" to global producer: Creative and industrial changes at Britain's Red Productions

Lothar Mikos: Distribution companies as co-producers and the global success of European TV drama series

Concepción Cascajosa: Locked up no more: The reinvention of Spanish production company globomedia and the quest for the international marketplace

PBA

TRACK 2

Travelling drama? Turkish and Danish case studies

CHAIR

Anna Louise Kiss

PAPERS

Tolga Gürocak & Ishan Koluacik: Subtitles or adapted television dramas? Turkey exemplary within the frame of the concepts of globalisations and glocalisation?

Eylem Yanardagoglu: Transnationalisation of Turkish television series: Dynamics of distribution production and consumption

H. Liao & I. Rittenhofer: Secretly popular: How do Danish TV series access the Chinese market?

Susanne Eichner: Lifeworld relevance and authenticity: How audiences across the world get involved in Danish television drama

Room 091

TRACK 3

Theoretical concepts related to transnational TV drama

CHAIR

Janet McCabe

PAPERS

Gunhild Agger: Writing TV drama history in a transnational era

Anne Marit Waade: Global/public values in Danish television drama

Ushma Chauhan Jacobsen and Pia Majbritt Jensen: Crowding proximities theory: Adding other influences on the transnational travel of television drama

Room 184

TRACK 4

Religion, politics and war in transnational TV drama

CHAIR

Robert Saunders

PAPERS

Giancarlo Lombardi: Screening belief in contemporary television drama

Paul Kerr: The Rat Patrol (ABC 1966-68) as transnational television drama

Audun Engelstad: Past, present and future wars on TV

John Lynch: Fauda (2015) the art of occupation in a post-traumatic society

Room 192

15:00 Break

FRIDAY 8 JUNE

Tastes: Audience perspectives

TIME

15:30 PARALLEL PAPER SESSION 2

TRACK 1

Production, adaptation, screen agency, showrunner

CHAIR

John Ellis

PAPERS

Caitriona Noonan: An analysis of screen agencies as cultural intermediaries within small nations

Alessandro Carpin: Who is running the writer's room? Shifting practices in Italian televisual writing

Ayşegül Kesirli: The role of 'Aesthetic Proximity' in transnational TV drama: Adapting Forbrydelsen in the Turkish context

Lynge S. Gemzøe: Authorship in US remakes of Danish television series

PBA

TRACK 2

Transnational television drama: genres and cultures

CHAIR

Susan Turnbull

PAPERS

Pei Sze Chow: Regional television drama productions in Denmark

Jian Liu: How do the Vietnamese consume Chinese TV dramas?

Yi-Hsuan Lai: The competition and adaptation of Taiwanese post-Confucian TV dramas in East Asia: A case study of Tsai Yueh-hsun's White Tower and Black & White

Room 091

TRACK 3

Screened history in transnational TV drama

CHAIR

Juan Francisco Gutiérrez Lozano

PAPERS

Anne Jespersen: The British ITV hospital drama The Royal (2003-2011)

Will Standford Abbiss: The Crown: transnational post-heritage drama in the age of Netflix

Álvar Peris Blanes: Dealing with the past. The banal image of Spanish national history in Lo que escondían sus ojos (Telecinco) and Tiempos de Guerra (Antena 3)

Berber Hagedoorn: TV drama as memory culture

Room 184

TRACK 4

Geopolitics in transnational TV drama

CHAIR

Kim Toft Hansen

PAPERS

Robert Saunders: Scandinavia's border-crossing/crossers: The geopolitics of Nordic transnational television

Yasemin Celikkol: Taming Neo-Ottoman Cool and Ukraine: Russia's geopolitically loaded response to Turkish dramas

Stine Agnete Sand: Co-produced television and the transnational: The making of the crime series Monster at 'the northernmost edge of the world'

Room 192



16:30 Short break

16:45 Reaching out Panel PBA
 The 'New Nordic Noir' case, and how the industry and researchers can collaborate on talent training, innovation and strategic partnerships.
 Panel: Per Høgh Sørensen, Ringkøbing-Skjern municipality (DK), Ene Katrine Rasmussen, DFI/Creative Europe (DK), Ruth McElroy (Wales), Lothar Mikos (Germany), Jakob Isak Nielsen (DK). Chairs: Marie Curie Fellow Pei Sze Chow and Associate Professor Anne Marit Waade.

17:45 Wrap up, farewell drink & snack Foyer

18:00 End

Coco Van Oppens/Netflix



SATURDAY 9 JUNE

Social & Cultural programme

TIME

10:30- Social & cultural walks (free events)

12:30 WALK 1

Nordic Noir on Location Walk

On this walk you will see film locations from the crime series DICTE (<http://tv.tv2.dk/dicte>) and be introduced to the local screen industry at FilmCity Aarhus (<http://film-byaarhus.dk>) located at the harbour. This area is undergoing substantial transformation from an area earlier consisting of old warehouses and industry to a creative space with galleries, pop up events, creative industries and second-hand shops.

GUIDES

Associate Professor Pei Sze Chow & Ulla Malmros, Location Manager (DICTE)

WALK 2

New Nordic 'Hygge' Walk

Aarhus is young! Aarhus is fresh! Aarhus is happening! This charming little-big town will enchant you with water everywhere, modern futuristic architecture, old Viking remains, one million bikes, only slightly fewer cafés and - most importantly - a smile on beautiful faces as you stroll along. There is an infinity of things to explore and it is hard to pick out that one particular reason why this town is attracting more and more young people. With a culinary twist, we will walk through this exciting mix of expressions that makes this city the best hidden Scandinavian secret.

GUIDE

Colm Power

WALK 3

The Old City (Den Gamle By)

An outdoor museum offering free entrance for conference participants. When entering Den Gamle By, you travel back in time to when the streets were covered with cobblestone and the buildings were made with half-timbering. Just as in a Danish market town in Hans Christian Andersen's days.

WEBSITE

(<http://www.dengamleby.dk/engelsk/den-gamle-by/>)

GUIDES

Rui Xu + one more

13.00- Optional lunch (at your own cost)

14.30 After the walk, the different groups meet and have lunch together

VisitAarhus



VisitAarhus



Den gamle by



ACADEMIC SPEAKERS



Alessandra Meleiro
Associate Professor
Universidade Federal
de São Carlos
(Brazil)



Matt Hills
Professor
University of
Huddersfield
(UK)



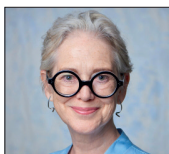
Andrea Esser
Professor
Roehampton University
(UK)



Ruth McElroy
Professor
University of South
Wales
(Wales)



Catherine Grant
Professor
Birkbeck University of
London
(UK)



Susan Turnbull
Professor
Wollangong University
(Australia)



Janet McCabe
Dr.
Birkbeck University of
London
(UK)



Tim Raats
Assistant Professor
Vrije Univeriteit
Brussels
(Belgium)



Jeanette Steemers
Professor
King's College London
(UK)



Trine Syvertsen
Professor
University of Oslo
(N)



John Ellis
Professor
Royal Holloway
University of London
(UK)



Trisha Dunleavy
Associate Professor
Victoria University
(NZ)



Lothar Mikos
Professor
Film University Berlin
(DE)



Yesim Kaptan
Assistant Professor
Kent State University
(US)

INDUSTRY SPEAKERS



Ene Katrine Rasmussen
DFI/Creative Europe
(DK)



Jonas Kryger Hansen
Editor, DR Ultra
DR Media Children
and Youth
(DK)



Lene Heiselberg
Audience researcher
DR Research
(DK)



Per Høgh Sørensen
Ringkøbing-Skjern
municipality
(DK)



Peter Bose
Producer
Miso Film
(DK)



Piv Bernth
Producer
Apple Tree Productions
(DK)



Toke W. Steensen
Script writer (BaseBoys,
Klassen)
(DK)



HOSTS

The conference is hosted by the Danish research group What Makes Danish Television Drama Series Travel? (<http://danishtvdrama.au.dk>) and organised in collaboration with following international research networks:

- Media Across Borders
- ECREA Television Section
- ECREA Media Industries and Cultural Production
- IAMCR Mediated communication, Public Opinion and Society
- NordMedia, Film and Television section



Anne Marit Waade
Associate Professor
Aarhus University
(DK)



Lynge Stegger Gemzøe
PhD student
Aarhus University
(DK)



Cathrin Bengessers
PhD student
Birkbeck, University of
London
(UK)



Pei-Sze Chow
Marie Curie Fellow
Aarhus University
(DK)



Eva Novrup Redvall
Associate Professor
Copenhagen
University
(DK)



Pia Majbritt Jensen
Associate Professor
Aarhus University
(DK)



Gunhild Agger
Professor
Aalborg University
(DK)



Susanne Eichner
Associate Professor
Aarhus University
(DK)



Jakob Isak Nielsen
Associate Professor
Aarhus University
(DK)



Ushma Chauhan Jacobsen
Associate Professor
Aarhus University
(DK)



Kim Toft Hansen
Associate Professor
Aalborg University
(DK)



Aarhus University's ambition is to be a globally-oriented university with a commitment to excellence in research and education and a strong engagement in the development of society.

Owing to its size and impressive results as a research-intensive university, Aarhus University has a strong reputation and influence across the entire spectrum of disciplines, locally, nationally and globally.

STUDENTS
40.000

STAFF
8000
(FTEs)

BUDGET
840
(EUR Million)