

MEDIA MUTATIONS

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Media Mutations, the international conference on audiovisual media, comes to its ninth edition. This year's theme is the cultural and industrial role of global formats in television production, distribution and viewing practices.

In the last fifteen years, following a long history that already started in the early years of the medium, television around the world has been constantly and successfully broadcasting global formats. Beginning with *Big Brother*, *Survivor* and *Who Wants to Be a Millionaire?*, and later with *The X Factor*, *Masterchef*, *Peking Express*, *In Treatment*, *The Bridge*, *Pulseras Rojas* and many others, formatted shows have contributed to the creation of a shared television aesthetics, spreading best practices in production, distribution and marketing, and increasing genre proximity across the world. At the same time, differences and national specificities are still at work, and the success of global formats in individual national markets depends on their successful localization. The process of formatization is now used in both TV fiction and entertainment production, and it is relentlessly expanding, both at the economic and cultural level, and in a convergent media scenario.

The conference aims to expand academic knowledge on this phenomenon, establish new research perspectives in the field, and strengthen our understanding of national and transnational distribution and reception practices. The focus will be on cultural and linguistic format issues, on legal, economic and productive aspects of format development and format trade, and on the different genres and types of formatted audiovisual products.

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MEDIA MUTATIONS

THE FORMAT FACTOR

Television Shows, Brands and Properties in the Global Television Scenario

INTERNATIONAL CONFERENCE

Organized by Luca Barra and Paola Brembilla

in collaboration with Andrea Esser, the Media Across Borders network
and the ECREA Television Studies section

LA SOFFITTA

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Free entrance | www.mediamutations.org

Date

23-24/05/2017

Venue

DIPARTIMENTO DELLE ARTI
Salone Marescotti
via Barberia 4
Bologna



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DELLE ARTI
VISIVE PERFORMATIVE MEDIALI
LA SOFFITTA
CENTRO DI PROMOZIONE TEATRALE

Tuesday, May 23

9:30 Saluti istituzionali

GIUSEPPINA LA FACE, direttrice, Dipartimento delle Arti, Università di Bologna

Greetings and Introduction

LUCA BARRA and PAOLA BREMBILLA, Università di Bologna

10:00 Industry. Format Production and Distribution

Chair: ED VOLLANS, Middlesex University

The Transnational TV Production Industry. A System of Connections and Exchanges

JOLIEN VAN KEULEN, Vrije University, Brussels

The U.S. Market for Television Formats. Repurposed Content and Industry Lifecycles

PAUL TORRE, University of Northern Iowa

Circulatory Histories of Canadian Television Networks in 1990s Latin America

IRA WAGMAN, Carleton University, Ottawa

Israel's Global TV Creators. Industrial and Professional Narratives in a Format-Driven Industry

LEORA HADAS, University of Nottingham

11:45 Unscripted/01. Formatting Talent Shows

Chair: RICCARDO FASSONE, Università di Torino

A Well-Oiled machine. Investigating the Italian Street Food Format Unti e Bisunti

MARTA PERROTTA, Università Roma Tre

Levels of Production in Transnational Television Formats. The Global, Local and Hyper-Local

Levels of Making Indian Idol

LAUHONA GANGULY, The New School, New York

Art is a Format. The Challenging Story of an (Italian) Talent Show

DANIELA CARDINI, Università IULM, Milano

13:00 Lunch Break

14:30 Keynote Address

Beyond Television. Theorizing the Format in Cultural History

JÉRÔME BOURDON, Tel Aviv University

Chair and discussant: PEPPINO ORTOLEVA, Università di Torino

15:30 Scripted/01. Emerging Markets

Chair: ROBERTA PEARSON, University of Nottingham

Bron/Broen, the Pilot Episode as Space between Cultures, and (Re)Negotiations of Nordic Noir

TOBIAS STEINER, Universität Hamburg

"Original Good, Adaptation Bad". Investigating the Deeper Reasons behind Australian Audience

Preference for the Nordic Versions of Forbrydelsen and Bron/Broen

PIA MAJBRIIT JENSEN, Aarhus University

Crossing the Western Borders. The End as the Beginning of New Television Flows?

ŞEBNEM BARAN, University of Southern California

Is There a Community in Umutsuz Ev Kadınları? The Reception of the Turkish Version of

Desperate Housewives

DENIZ BERFIN AYAYDIN, Vrije University, Brussels

Wednesday, May 24

9:30 Industry Spotlight (in Italian)

Chair: GUGLIELMO PESCATORE, Università di Bologna

Distratta Italia. Perché importiamo i format e non li esportiamo

MASSIMO SCAGLIONI, Centro di Ricerca sulla Televisione e gli Audiovisivi, Università Cattolica

L'erba del vicino... Il format e la gestione del rischio

FEDERICO DI CHIO, Mediaset/RTI

10:45 Keynote Address

Here to Entertain Us. How TV Formats Changed Television

JEAN K. CHALABY, City, University of London

Chair and discussant: ENRICO MENDUNI, Università Roma Tre

11:45 Unscripted/02. Representation and Identity in Formats

Chair: GIOVANNI BOCCIA ARTIERI, Università di Urbino "Carlo Bo"

An Italian Franchise in Search of a Format. Creative, Productive and Representational Strategies in Real Time's Italiani Made

CECILIA PENATI and ANNA SFARDINI, Università Cattolica del Sacro Cuore, Milano

Your Andalusian Face Sounds Familiar. The Persistence of Regional Stereotypes in Original and

Adapted TV Formats in Spain

JUAN FRANCISCO GUTIERREZ LOZANO, University of Málaga

Poverty as Television Spectacle. Shaming Low-Income People in Reality TV Programs

IRENA REIFOVA, Charles University, Prague

13:00 Lunch Break

14:30 Scripted/02. Between Standardization and Creativity

Chair: JOLIEN VAN KEULEN, Vrije University, Brussels

The Curious Adventure of the Failed Format. Sherlock and Elementary

ROBERTA PEARSON, University of Nottingham

"The Way Forward". Quebec's New Narrative-Based Formats and the Search for a Global Audience

STEFANY BOISVERT, McGill University, Montreal

Excavating TV Formats. Using Multimodal Digital Tools for Comparatively Analyzing Adaptations of

the Quebec Sketch Comedy Series Un Gars, Une Fille

EDWARD LARKEY, University of Maryland, Baltimore County

15:45 Audiences. Transmedia Formats

Chair: STEPHANIE JANES, Royal Holloway, University of London

Winxology. Grooming the Future Female Consumer

ELLEN NERENBERG, Wesleyan University and NICOLETTA MARINI MAIO, Dickinson College

What Are We Talking About When We Talk About Food? The Evolution of Foodie Genre Storytelling

ALFONSO AMENDOLA and NOVELLA TROIANELLO, Università di Salerno

One World for All. Audiences, Exhibitors and United Worldbuilding

BÄRBEL GÖBEL-STOLZ, Karlshochschule, Karlsruhe

17:00 Final Remarks

ANDREA ESSER, University of Roehampton