

# 15th Annual International Small Cinemas Conference

## Changing Policies, Transforming Audiences and Work Practices In-flux

5-7 November 2024  
ADU F22, Frankopanska 22, Zagreb

### Programme

#### November 5th

09:00 - onwards

Registration

09:45 - 10:00

Opening remarks

**Jaka Primorac**, President of the Programme Board of the Conference, IRMO, Zagreb, Croatia

**Selma Mehadžić**, Zagreb Film Festival, Croatia

**Davor Švaić**, Dean of the Academy of Dramatic Art, Zagreb, Croatia

**Aleksandra Uzelac**, Head of the Department for Culture and Communication, IRMO, Zagreb, Croatia

10:00 - 11:00

Keynote lecture

**Four Avenues for Small Film Ecosystems**

**Jakob Isak Nielsen**, Aarhus University, Denmark

Moderator: Jaka Primorac, IRMO, Zagreb, Croatia

11:00 - 11:30

Break

11:30 - 12:30

Round table discussion

**Evidence-based Policy-making for Small Film Industries**

**Ivana Kostovska**, imec-SMIT-VUB, Vrije University Brussel, Belgium

**Christopher Peter Marcich**, Director, HAVC, Croatia; President of EFAD

**Jakob Isak Nielsen**, Aarhus University, Denmark

**Krešimir Partl**, State Secretary, Ministry of Culture and Media of the Republic of Croatia

Moderator: Jaka Primorac, IRMO, Zagreb, Croatia

12:30 - 14:00

Lunch break

14:00 - 15:30

Single paper session 1

### **Internationalisation and Production Challenges**

Moderator: Jakob Isak Nielsen, Aarhus University, Denmark

#### **Small Nations in a Big Market: The International Reach of Film from Smaller European Countries**

Huw D. Jones, University of Southampton, UK

#### **Small but Mighty: Fringes Empowering European Filmmaking in Small Markets**

Katharine Sarikakis and Angeliki Chatziefrimidou, University of Vienna, Austria

#### **Spreading the Net: The Path of Small Film Market Players to the International Scene**

Bilyana Tomova, Diana Andreeva-Popyordanova, Tsveta Andreeva; Observatory of Cultural Economics, Sofia, Bulgaria

#### **Challenges Faced by Small Film Industries: The Case of the Labour Conditions in the Portuguese Film Sector**

Manuel José Damásio, André Rui Graça and Rita Grácio, CICANT, Lusófona University, FilmEU European University, Lisbon, Portugal

15:30 - 16:00

Break

16:00 - 17:00

Panel

#### **Minoritised Languages, Independent Production, and Gender: An Analysis of the Implications of the Spanish General Law on Audiovisual Media for Small Cinemas**

Moderator: Marta Pérez-Pereiro, University of Santiago de Compostela, Spain

#### **Digital Exclusions and Inclusions of Co-official Languages in the Spanish Audiovisual Sector: Repercussions and Alternatives to Law 13/2022**

Enrique Castelló-Mayo, Antía López-Gómez, Óscar López-Iglesias, University of Santiago de Compostela, Spain

#### **Compliance Analysis of the Spanish General Law 13/2022 of Audiovisual Communication on VOD platforms: Language Diversity and Accessibility**

Roi Méndez-Fernández, Inés Arias-Iglesias, Manuel Barreiro-Rozados, University of Santiago de Compostela, Spain

#### **Impact Assessment of the Spanish General Law 13/2022 on Audiovisual Communication: Effects on Low-budget and Minority Language Independent Audiovisual Production in Relation to Gender Equality**

Cibrán Tenreiro-Uzal, Pablo Calviño-Tato, Silvia Roca-Baamonde, Sara Calvete-Lorenzo, University of Santiago de Compostela, Spain

17:00 - 17:15

Break

17:15 - 18:00

Panel

### **Clusters as Best Cooperative Alliance in Small Film Industries**

**Romanas Matulis**, Baltic Film & Creative Tech Cluster, Vilnius, Lithuania  
**Kestutis Drazdauskas**, Artbox production house, Founder and Board member of Baltic Film & Creative Tech Cluster, Vilnius, Lithuania  
**Danijel Pek**, Antitalent, Zagreb, Croatia  
**Zoran Vujić**, Poster, Zagreb, Croatia

Moderator: André Rui Graça, CICANT, Lusófona University, FilmEU European University, Lisbon, Portugal

From 19:30

Dinner

## **November 6th**

09:30 - 10:30

Panel

### **Approaches to Competitiveness in Small Film Industries**

Moderator: Petr Szczepanik, Charles University, Prague, Czechia

**Antonios Vlassis**, University of Liège, Belgium (Reboot project)  
**Anastasios Drosou**, Information Technologies Institute, Centre for Research and Technology Hellas-CERTH, Thessaloniki, Greece (SCENE project)  
**André Rui Graça**, CICANT, Lusófona University, FilmEU European University, Lisbon, Portugal (CresCine project)

10:30 - 11:00

Break

11:00 - 12:30

Single paper session 2

### **Past, Present and the Future(s) of Distribution and Cinema Infrastructures**

Moderator: Marius Øfsti, Aarhus University, Denmark

#### **Film Distribution in Czechia Before and After 1989. From One Hegemony to Another**

Marie Barešová, The National Film Archive, Prague, Czechia

#### **The Future of Cinemas as Cultural Institutions. Cinema 4.0 Concept Based on Polish Arthouse and Local Cinemas**

Marta Materska-Samek, Jagiellonian University, Krakow, Poland  
Joanna Sanetra-Szeliga, University of Economics in Krakow, Poland

#### **Ripple Effects of Cinema Infrastructure in Small Film Eco Systems**

Jakob Isak Nielsen, Aarhus University, Denmark

#### **Cinematic Alchemy: Public Service Media and Youth Engagement in Filmmaking**

Katharine Sarikakis and Gentiana Ramadani, University of Vienna, Austria

12:30 - 14:00

Lunch break

14:00 - 15:30

Single paper session 3

### **Global Streamers' Impact and Local Responses**

Moderator: Paško Bilić, IRMO, Zagreb, Croatia

### **Global Streamers' Investments in Films: A Comparative Study of Small and Large European Markets**

Ivana Kostovska, imec-SMIT-VUB, Vrije University Brussel, Belgium

### **Market Ideology and Critical Humanism in the Understanding of East-Central European VOD Phenomenon**

Constantin Parvulescu, Babeş-Bolyai University, Cluj Napoca, Romania

### **Cinema Audience Research in Latvia: More Netflix, Less Cinema?**

Līga Vinogradova, The Institute of Arts and Cultural Studies of the Latvian Academy of Culture, Riga, Latvia

### **The Conflict Between Film Distribution and Nationalistic Ideologies in Global Markets**

Lenuta Giukin, SUNY Oswego, USA

15:30 - 16:00

Break

16:00 - 17:30

Single paper session 4

### **Production Practices and Reception Strategies**

Moderator: Lenuta Giukin, SUNY Oswego, USA

### **Negative Production Aesthetics in Latvian Film Industry of the 90s**

Elīna Reitere, Institute of Literature, Folklore and Art at the University of Latvia, Riga, Latvia

### **From Corruption to Connection: The Relation Between Romanian Documentary Filmmakers and Their Subjects during 2010s**

Dan Sărăcuț, Babeş-Bolyai University, Cluj Napoca, Romania

### **Reception of Zielona Granica (The Green Border, 2023) by Agnieszka Holland in Poland and Elsewhere. Political Controversy as Fuel for Distribution of Small Controversial Films**

Janina Falkowska, University of Western Ontario, Canada/University of Economics and Humanities, Bielsko-Biala, Poland

### **Contradictions and Paradoxes of the Media Landscape in Ukraine Since the Start of the Russian Full-scale Invasion**

Dorota Ostrowska, Birkbeck University of London, UK

17:30 - 17:45

Break

17:45 - 18:45

Round table discussion

### **Challenges of Independent Cinema Network in Croatia**

Moderator: Martina Petrović, Head of CED - MEDIA Office Croatia

**Maja Holec**, Open University Koprivnica/Cinema Velebit, Member of the Executive Committee of the Independent Cinema Network (Kino mreža)

**Renata Kiršić Veselica**, Open University Labin/Cinema Labin

**Goran Plantak**, Open University Varaždin/Cinema Gaj

**Alen Munitić**, Mediterranean Film Festival Split

\*This session is supported by the CED-MEDIA Office Croatia

From 21:00

### **ZFF and Small Cinemas party (by invitation only)**

Address: Tvornica kulture, Mali pogon, Šubićeva 2/Ljudevita Posavskog 1, Zagreb

## **November 7th**

09:30 - 10:30

Keynote lecture

### **Geography of the Streaming Economy: East-Central Europe as a Digital Periphery**

**Petr Szczepanik**, Charles University, Prague, Czechia

Moderator: Ivana Kostovska, imec-SMIT-VUB, Vrije University Brussel, Belgium

10:30 - 11:00

Break

11:00 - 12:30

Single paper session 5

### **Technological Innovations and Policy Instruments in/for Film**

Moderator: Aleksandra Uzelac, IRMO, Zagreb, Croatia

### **International Promotion of the European Film Industry: National Institutional Practices in an Evolving Policy and Technological Architecture**

Antonios Vlassis, ULIEGE, Belgium, Eirini Andriopoulou, ELIAMEP, Greece, Mafalda Damaso, Erasmus University, Netherlands, Kaisa Hiltunen, University of Jyväskylä, Finland

### **Harnessing AI for Filmmaking: Enhancing Cultural Heritage Site Narratives**

Maria Tsourma, Alexandros Zamichos, Kostas Georgiadis, Argyris Ketsetsis, Evangelos Bistolakis, Anastasios Drosou and Dimitrios Tzovaras, Information Technologies Institute, Centre for Research and Technology Hellas (CERTH), Thessaloniki, Greece

### **Cultural Colonialism and Film Exhibition in Uganda: The Case of the Video Joker in Wakaliwood's Cinema**

Adrián Sánchez-Martínez, Pompeu Fabra University, Barcelona, Spain

12:30 - 14:00

Lunch break

14:00 - 15:30

Single paper session 6

### **How Much is Too Much? Production Incentives Within Small Countries**

Moderator: Jaka Primorac, IRMO, Zagreb, Croatia

### **Marble of the Senate, Sand of the Coliseum: Foreign Location Production, Government Intervention and the Impact on Maltese Filmmakers**

Charlie Cauchi, Independent Artist and Scholar, Malta

### **Big Risks in Small Markets: Use and Non-use of Established Risk Reduction Strategies in Small Culture Industries?**

Marius Øfsti, Aarhus University, Denmark

### **To Have or Not to Have Production Incentives? Danish Debates on (the Lack of) Production Incentives**

Anders Grønlund, Film Studies, Centre for Languages and Literature, Lund University, Sweden

### **Economic Incentive Policies Impact on the Development of the National Film Industries in the Low Audiovisual Capacity Countries: The Hollywood Effect in Central and East Europe**

Milica Bozanic, Center for Innovation Management Research, Birkbeck, University of London, UK

15:30 - 16:00

Break

16:00 - 17:00

Panel

### **How to Emancipate the Screen?**

Moderator: Boris Ružić, University of Rijeka, Croatia

**Marta Baradić**, Central European University, Vienna, Austria

**Karla Crnčević**, Independent scholar, Croatia

**Dina Pokrajac**, Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

17:00

Closing of the Conference



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