

**Second EUscreen  
International Conference  
"Use and creativity"**



For live Twitter updates from the conference:  
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**National Library of Sweden, Stockholm  
15-16 September 2011  
Conference programme**

**Thursday 15<sup>th</sup> September**

09:15 **Opening and welcome**

**Keynote lectures**

09:30 Lynn Spigel (Northwestern University, USA)  
*Analogue Nostalgia.*

10:30 Dagan Cohen (Upload Cinema, NL)  
*Upload Cinema: Bringing curated online video to the big screen.*

11:15 **Coffee break**

11:45 Paul Ashton (Times Education supplement, UK)

12:30 **Round table** (chair: Sonja de Leeuw, Utrecht University)

13:00 **Lunch break**

**Case studies**

14:00 Aubéry Escande (Europeana/The European Library, NL)  
*User engagement - The key element to Exhibitions and User Generated Content projects: A leading story line.*

14:20 Kajsa Hedström (Swedish Film Institute, SE)  
*Online access to collections – filmarkivet.se.*

14:40 Johan Axhamn (Stockholm University, SE)  
*Cross-border extended collective licensing – a solution to online dissemination of Europe's cultural heritage?*

15:00 Peter B. Kaufman (Intelligent Television, USA)  
*Film and Sound in Higher and Further Education.*

**Keynote lecture**

15:30 Jérôme Bourdon (Tel Aviv University, IL)  
*A case of cosmopolitan memory? The Israeli Palestinian conflict and the global media.*

16:15 **Conclusion of the first day** (Sonja de Leeuw, Utrecht University)

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**Friday 16<sup>th</sup> September**

09:15 **Opening and welcome**

**Workshop:**

**EUScreen user community. How EUScreen services can be exploited in learning, research, leisure/cultural heritage and creative reuse.**

**Keynote lecture**

09:30 Dana Mustata (Utrecht University, NL)  
***Doing television history outside the box. Unexplored territories on the European agenda.***

10:30 **Coffee break**

**Case studies**

11:00 Pere Arcas (Televisió de Catalunya, ES)  
***From TV broadcast to schools: Does a teacher need the same key words as a journalist?***

11:20 Roland Sejko (Cinecittà Luce, IT)  
***Luce archive footage and documentary production.***

11:40 Andreas Fickers (Maastricht University, NL)  
***ETHN goes critical: State of the art and future of the new e-journal Critical Studies in European Television.***

12:00 **Panel discussion** (chair: Pelle Snickars, KB)

12:30 **Lunch break**

**Workshop:**

**Funding opportunities and sustainable business models for the digitisation of audiovisual material.**

**Keynote lecture**

13:30 Luca Martinelli (Information Society and Media DG, European Commission)  
***Digitisation of cultural heritage: funding opportunities at EU level.***

**Case studies**

14:30 Marius Snyders (PrestoCentre, NL)  
***Connecting a community for keeping audio-visual content alive.***

14:50 Catherine Grout (JISC, UK)

15:10 Martin Bouda (Czech TV, CZ)  
***Project of digitisation of the Czech TV Archive.***

15:30 **Panel discussion** (chair: Johan Oomen)

16:00 **Closing of the two-day conference**

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**Biographies of the keynote speakers:**

**Lynn Spiegel** is a Professor in The School of Communications, Northwestern University. Her books include "Make Room for TV: Television and the Family Ideal in Postwar America" (1992); "Welcome to the Dreamhouse: Popular Media and Postwar Suburbs" (2001), and "TV By Design: Modern Art and The Rise of Network Television" (2009). She has co-edited numerous anthologies including "Television After TV: Essays on a Medium in Transition" (2004); "Feminist Television Criticism" (1997 and 2007), and "Electronic Elsewheres: Media, Technology and The Experience of Social Space" (2010). She is currently writing a book about digital media, family life, and smart home design and she has written numerous essays on the history of television archives and popular nostalgia for "old" media.

**Dagan Cohen** is founder and director of Upload Cinema. He studied environmental art & design at the Rietveld Academy in Amsterdam, worked as visual artist and creative entrepreneur, before joining advertising agency Saatchi and Saatchi in 1995 as art director. Fascinated by the impact of the Internet, he shifted his focus from mass media to interactive media working as creative director for a number of advertising agencies before becoming executive creative director of Draffcb Netherlands in 2006.

**Jérôme Bourdon** is a professor at the Department of Communication of Tel Aviv University and associate researcher at the Center for the Sociology of Innovation (CNRS-Ecole des Mines de Paris). Recent publications: "Together, nevertheless? Television Memories in Mainstream Jewish Israel" (European Journal of Communication, April 2011, with N. Kligler), "Inside Television Audience Measurement. Deconstructing the Ratings Machine" (Media, Culture and Society, July 2011, with C. Meadel) and the book: "Du service public à la télé réalité, une histoire culturelle des télévisions européennes 1950-2010" (Paris: INA, 2011).

**Dana Mustata** is an Assistant Professor in Television Studies at Groningen University (NL) and a researcher on the EUScreen project at Utrecht University (NL). Since 2006, she has worked as a researcher on both Video Active and EUScreen. She has obtained her PhD in February 2011 at Utrecht University with a dissertation on a first history of Romanian television.

**Luca Martinelli** is Principal Administrator at the European Commission, Directorate General "Information Society and Media". Since its launch in 2005, he has been working at the Digital Libraries' initiative, aimed at making Europe's cultural heritage easier to access online. More recently he is also active on Open Data, in view of making public sector information accessible and re-usable. He holds a Master degree in Political Sciences-Public Administration from the University of Bologna, and a Research Doctorate in Public Policy Analysis from the University of Firenze.