

**Second EUScreen  
International Conference  
“Use and creativity”**

**National Library of Sweden, Stockholm  
15-16 September 2011**



For live Twitter updates from the conference:  
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## **Conference programme**

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

09:15 **Opening and welcome** (Sonja de Leeuw, Utrecht University)

#### **Keynote lectures**

09:30 Dagan Cohen (Upload Cinema, NL)

***Upload Cinema: Bringing curated online video to the big screen.***

10:15 Peter B. Kaufman (Intelligent Television, USA)

***Film and Sound in Higher and Further Education: planning for the future.***

11:00 **Coffee break**

11:30 Paul Ashton (Times Education supplement, UK)

***Video in Support of Learning 5 - 16***

12:15 **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.***

14:30 Kajsa Hedström (Swedish Film Institute, SE)

***Online access to collections – filmarkivet.se.***

15:00 Johan Axhamn (Stockholm University, SE)

***Cross-border extended collective licensing – a solution to online dissemination of Europe's cultural heritage?***

#### **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)  
*Business models for digital content: a perspective from UK Higher Education and the work of the Strategic Content Alliance.*

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:**

**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.

**Peter B. Kaufman** is President and Executive Producer of Intelligent Television in New York. Intelligent Television (<http://www.intelligenttelevision.com/>) produces films, television, and video in close association with universities, museums, libraries, and archives and leading producers and directors worldwide. Intelligent Television's consulting projects for cultural and educational institutions such as Creative Commons, the Library of Congress, the National Academies, Sesame Workshop, the Tribeca Film Institute, and WNET/Channel 13 seek to broaden public access worldwide to important audiovisual collections. Kaufman serves as co-chair of the JISC Film & Sound Think Tank; an expert consultant on access issues for the Library of Congress Division of Motion Picture, Broadcasting, and Recorded Sound; and co-chair of the Copyright Committee of the Association of Moving Image Archivists. Previously, he served as Associate Director of Columbia University's Center for New Media Teaching and Learning; Director of Strategic Initiatives for Innodata Isogen; and President and Publisher of TV Books, a company he founded and sold to television and film company Broadway Video.

**Paul Ashton** was a teacher in London for ten years. In 1983 he joined the BBC education service, where he worked as Education Officer, scheduler, and finally as television producer. In 1991 he became a Commissioning Editor at Channel 4 where he set up and ran the channel's Schools department, offering 350 hours of programmes for schools each year and participating in many EBU co-productions. In 2000 he commissioned for Channel 4 the BAFTA-award-winning website HOMEWORK HIGH. In 2003 he helped to set up the government-funded digital channel Teachers TV, and until March 2011 was Commissioning Editor there. He is currently a consultant to the Resources service of the TIMES EDUCATIONAL SUPPLEMENT. His current interest is in the use of YouTube as a resource for learning in school.

**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.