

▶ PROGRAM

- 9.00 Registration
- 10.00 Welcome to Connected Viewing
Jennifer Holt and Patrick Vonderau
- 10.30 **PANEL 1: MOBILITY**
Brooke Allison »Brookers« Brodack (Viral Video Maker)
Geert Lovink (University of Amsterdam)
Göran Bolin (Södertörn University, Stockholm)
Robert Dube (Editorial Director, Maxdome)
Moderator: Patrick Vonderau
- 12.00 Lunch

- 13.00 **PANEL 2: PROGRAMMING**
Stefano Semeria (Head of Programming TV, Swiss Radio and Television SRF)
Annie Wegelius (Director of Programs, Swedish Television SVT)
Paul Dwyer (University of Westminster)
Espen Ytreberg (University of Oslo)
Moderator: Paul McDonald (University of Nottingham)

14.30 Coffee Break

- 15.00 **PANEL 3: PLATFORMS**
Anuraj Goonetilleke (Warner Bros. Digital Distribution, SVP Business Strategy)
Richard Broughton (Senior Analyst, IHS Screen Digest)
James Bennett (Royal Holloway, University of London)
Philippe Brodeur (Managing Director, Hot Air Media, Ireland)
Moderator: Jennifer Holt

16.30 Concluding Remarks
Jennifer Holt and Patrick Vonderau

▶ SPEAKERS

- Dr James Bennett**, Senior Lecturer in Television Studies, Department of Media Arts, Royal Holloway, University of London
- Professor Göran Bolin**, Media and Communication Studies, Södertörn University, Sweden
- Brooke Allison »Brookers« Brodack**, Viral Video Maker and YouTube Star, Los Angeles
- Philippe Brodeur**, Managing Director, Hot Air Media, Ireland
- Richard Broughton**, Senior Analyst, IHS Screen Digest, London
- Robert Dube**, Editorial Director, Maxdome GmbH, Munich, Germany
- Dr Paul Dwyer**, Course Leader MA International Media Business, University of Westminster
- Anuraj Goonetilleke**, Warner Bros. Digital Distribution, SVP Business Strategy, Los Angeles
- Dr Jennifer Holt**, Associate Professor, University of California at Santa Barbara, Co-Director of the Media Industry Project (MIP) at the Carsey-Wolf Center
- Professor Geert Lovink**, Research Professor of Interactive Media at the Hogeschool van Amsterdam (HvA), Professor of Media Theory, European Graduate School, and Associate Professor of New Media at the University of Amsterdam
- Professor Paul McDonald**, Chair of Creative Industries, Department of Culture, Film and Media at the School of Cultures, Languages and Area Studies, University of Nottingham
- Stefano Semeria**, Head of Programming TV, Swiss Radio and Television SRF, Zürich
- Dr Patrick Vonderau**, Associate Professor, Department of Cinema Studies, Stockholm University
- Annie Wegelius**, Director of Programs, Swedish Television SVT, Stockholm
- Professor Espen Ytreberg**, Department of Media and Communication, University of Oslo

