

Digital Broadcasting on Global TV and Movie Markets

Romain Lecler

Lecturer, Ecole Normale Supérieure, Paris

Associate researcher, Centre européen de sociologie et de science politique & Centre Maurice
Halbwachs

This research project follows up a doctoral research focusing on international TV and movie markets through the lens of French sales agents, national export policies and the administrative handling of international exchanges. During the interviews and while observing commercial meetings on international markets in Cannes, digital broadcasting of movies and TV shows online came up as a recurring issue. It often meant renegotiating usual contracts with entirely new conditions and a possibly new underlying market for digital rights. The rise of US giant companies such as Amazon or Netflix was increasingly perceived by French sales agents as a threat on the traditional transactions which were relying on broadcasting on TV, in theaters and on DVDs. It was also seen as a real challenge that had to be taken up.

A few years after the end of my fieldwork in 2012, I would like to address this issue that I left incomplete in my PHD dissertation. More precisely, I will interview the same sales agents to ask how they incorporated digital technologies in their activity and if dealing with digital rights altered their business model (e.g. Arte). I will also investigate how new rights holding companies specialized in digital rights and digital broadcasting have appeared (e.g. Dailymotion, MUBI, Under the Milky Way), how they develop and if they obey the same rules as their counterparts.

Fieldwork update: ongoing.