# Executive Board Annual Report 2021

## Name of the Section/Network/Temporary Working Group:

Media Industries and Cultural Production Section

## Management team:

Chair: Catherine Johnson

Vice-chair: Maria Michalis

Vice-chair: Julia Velkova

## Number of members:

As of 11 February 2022 the Media Industries and Cultural Production Section had 300 members.

## Social media:

Twitter: @ECREA\_MICP

 Facebook page: <https://www.facebook.com/micp.anecreatwg>

## Activities in 2021:

Word limit: 250 words

Due to the Covid-19 pandemic, and contingencies associated with it, the section’s activities were limited in 2021 to preparations for and execution of section’s activities within the ECREA conference (delayed from 2020). We received 53 abstracts for the conference. We ended up having 6 panels with 5 papers in each.

The section developed a new collaboration with the Media Industries journal. Selected papers from the ECREA 2022 conference will form part of a special edition proposal to the Media Industries Journal.

The section also worked to finalise a co-edited volume that emerged from a section event that took place in 2019 in Helsinki, and it is scheduled for publication in 2022 with University of Illinois Press (co-editors Lisa Parks, Julia Velkova and Sander De Ridder).

## Plans for 2022:

Word limit: 250 words

The section has elected a new Young Scholar Representative (to be announced shortly).

The section will organise an online ECERA pre-conference event on “***The Impact of Streaming on Media Industries and Cultural Production***“ to take place online on the 17 October 2022.  This event will explore the impact of streaming along different parts of the media supply-chain, from the front-end distribution and delivery of content, through content delivery networks and physical infrastructure operations, and across different sectors (film, TV, music, gaming etc). The event will consist of workshops made up of 5-10-minute provocations/statements designed to generate debate and discussion. Two slots per session will be ring-fenced for early career researchers, pending sufficient applications.

The section is also supporting an in-person ECREA pre-conference on “**Young people, entertainment and cross-media storytelling: Perspectives and methods for investigating youth media”** together with Vilde Schanke Sundet from the research project **Global natives? Serving young audiences on global media platforms (**[https://www.hf.uio.no/imk/english/research/projects/global-natives/index.html](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hf.uio.no%2Fimk%2Fenglish%2Fresearch%2Fprojects%2Fglobal-natives%2Findex.html&data=04%7C01%7CC.Johnson2%40hud.ac.uk%7C128ee2eefc384a408d3f08d9e5589e9f%7Cb52e9fda06914585bdfc5ccae1ce1890%7C0%7C0%7C637792991067971646%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=Bi5MJwzFMTTqcYrQPiVMwjkEmSkdVnSm07tfhY6nYzc%3D&reserved=0)) and Jeanette Steemers and Andrea Esser from the project on **Screen Encounters with Britain: What do young Europeans make of Britain and its digital screen culture?**

In addition, the section will work towards organizing the section’s activities during ECREA 2022 in Århus, including setting up the program and the management team elections anew.