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Collana	International screen industries
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: East-central European media as digital peripheries -- Post-socialist producer: the production culture of a small and peripheral media industry -- Managing the 'Ida effect': an art-house producer breaking out of the periphery -- The service producer and the globalization of media production -- Breaking through the East European ceiling: minority co-production and the new symbolic economy of small-market cinemas -- Public service television as a producer -- HBO Europe's original programming in the era of streaming wars -- Digital producers: short-form web television positions itself between clickbait and public service -- Conclusion: 'Hi circumscription' in the era of global streamers, and more questions to be asked.
Sommario/riassunto	"This book is available as open access through the Bloomsbury Open programme and is available on <a href="http://www.bloomsburycollections.com">www.bloomsburycollections.com</a> . Petr Szczepanik provides an in-depth study of the history and contemporary landscape of screen media industries in the Czech Republic, Slovakia, Poland and Hungary. Drawing on first-hand research in the world of the various producers who operate in the "digital peripheries" of Central and Eastern European, he offers broad insights into the ways the screen industries of small nations are positioned in and respond to globalization and digitalization. Szczepanik's shows how film, television, and online video are industries with still distinct structures and professional cultures, but which have nevertheless been converging, affected by the same globalizing forces such as transnational video on demand services and platforms, and whose

producers move across inter-industry boundaries with increasing ease. The book explores small media markets through attention to the role of producers as key cultural mediators, looking closely at how their agency is circumscribed by the limited scope and peripheral positioning of the markets in which they operate, and how they struggle to overcome these obstacles through their professional identities, business models, and adaptations to technological change and transnational competition"-- Provided by publisher.

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