



DAMSLAB

MEDIA



Dipartimento delle Arti

Salone Marescotti, via Barberia 4

MUTATIONS 15

THE MATTER OF INTELLECTUAL PROPERTY:
STUDYING THE ECONOMIC, POLITICAL AND CULTURAL
NODES OF THE CONTEMPORARY MEDIA INDUSTRIES.

Organized by **Paola Brembilla** and **Marco Cucco** (Università di Bologna),
Christopher Meir (Universidad Carlos III de Madrid)

The Conference is promoted by the Media Mutations Association and financially supported by DAMSLab, Dipartimento delle Arti, Università di Bologna, and the Master in Management del Cinema e dell'Audiovisivo (Università di Bologna), in collaboration with Centro Dipartimentale La Soffitta. The Conference is sponsored by the Film Studies Section and the Television Studies Section of ECREA.

May 23rd – 24th / 2024 BOLOGNA

CONFERENCE PROGRAM

MAY 23RD

14:30 — Institutional greetings

Riccardo Brizzi

(Head of Department of the Arts)

Mirko Degli Esposti

(President of Media Mutations Research Association)

Introduction

Paola Brembilla

(Università di Bologna)

Marco Cucco

(Università di Bologna)

Christopher Meir

(Universidad Carlos III de Madrid)

15:00 — Keynote speech

- *Global Batsploitation: International Copyright Law and the Unlicensed Batman films of Mexico, Turkey and the Philippines during the long 1960s.*

Iain Robert Smith

(King's College London)

16:45 — Panel 1.

Chair: Veronica Innocentii

(Università di Bologna)

- *Copyright Law, Trademark, and Patent Regulation in the Media Sector*

Caterina del Federico

(Università di Bologna)

- *Just Pattern Recognition? Towards A Critique of Automated Copyright Administration*

Matthew Blackmar

(University of California, Los Angeles)

- *Enforcing Morals Clauses in the Digital Age: Balancing the Protection of Talent, Public Image, and Intellectual Property*

Inkiyu Kang (Penn State University)

MAY 24TH

9:30 — Panel 2.

Chair: Emiliano Rossi
(Università di Bologna)

- ***Netflix and the Conundrum of Intellectual Property***
Jane Shattuc (Emerson College)
- ***A Mountain of Content. An Early Look at Paramount+ and Its Strategies***
Nicolò Villani (e-campus University)
- ***Unraveling the Long Tail Phenomenon: An Investigation into Netflix Series Consumption Patterns***
Paola Dalla Torre, Paolo Fantozzi, Maurizio Naldi
(Università di Roma LUMSA)

11:15 — Panel 3.

Chair: Gabriele Proserpi
(Università del Salento)

- ***Creativity Unbound: Rethinking Audiovisual Authorship in the Artificial Intelligence Era***
Allegra Sonogo, Greta Iapalucci
(Università di Bologna)
- ***AI Fought the Law: Comics Creation and Intellectual Property***
Giorgio Busi Rizzi (Universiteit Gent)
- ***Fixing the Universe. Fan-based Practices Between Transmedia Franchises and Participatory Media***
Piero Villa (University of Urbino Carlo Bo)

14:00 — Roundtable
Industry Encounter. IP in the Italian Screen Industries

Chair: Christopher Meir
(Universidad Carlos III de Madrid)

Ruggero Di Maggio (Executive Producer, Director) and Elisa Vittone (Attorney-at-Law)

15:00 — Closing remarks

Paola Brembilla
(Università di Bologna)
Marco Cucco
(Università di Bologna)
Christopher Meir
(Universidad Carlos III de Madrid)

Media Mutations 15

The Matter of Intellectual Property: Studying the Economic, Political and Cultural Nodes of the Contemporary Media Industries.

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The International Conference Media Mutations 15 – *The Matter of Intellectual Property* explores and engages with the multifaceted dimensions of intellectual properties in media industries, fostering a dialogue that analyzes both the economic and legal aspects of the concept but that also delves into the political and cultural dimensions of intellectual property management.

In an age defined by digital transformation and the global circulation of cultural products, intellectual property has assumed a central role in shaping the landscape of media industries. IPs are the driving force behind the economic vitality of media sectors, influencing revenue streams, market dynamics, and business models. Politically, they are subject to complex legal frameworks, international agreements, and debates about access and regulation, making them a powerful instrument for shaping the global media landscape. Narratively, they are the building blocks of captivating stories, beloved characters, and transformative storytelling experiences. Culturally, they define the identity of societies, influence social norms, and play pivotal roles in fostering dialogue, reflecting diversity, and preserving heritage.

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