

CREIMA - The Creative Industries and Media Management Course Summer School in Porto in July

By Bruno Miguel Pires

The Creative Industries and Media Management course (CREIMA) is an international summer school supported by CIC.Digital (Centre for Research in Communication, Information and Digital Culture), University of Porto and IMMAA – International Media Management Academic Association.

CREIMA took place in Porto between the 3rd and the 6th of July at University of Porto. It was an opportunity for students, researchers and professors to gather in one place to present and discuss results of completed as well as ongoing research projects, social projects and PhD theses in the fields of media and creative industries.

Several internationally distinguished scholars took part in the event. It fostered networking and debate.

Among the scholars invited to CREIMA were Mónica Herrero, Professor at the School of Communication of the University of Navarra; Ruth Towse, Professor of Economics of Creative Industries at Bournemouth University and Co-Director of the Centre for Intellectual Property Policy & Management; Terry Flew, Professor of Media and Communication (Creative Industries) at Queensland University of Technology; and Eli Noam, Professor of Economics and Finance at the Columbia Business School.

The first two days of CREIMA took place at the ID building of the Faculty of Arts and Humanities (FLUP), University of Porto. The first day started with an opening speech by Professor Paulo Faustino, President of IMMAA and member of CIC.Digital. The first lecture was held by Pedro Almeida, consultant for the Portuguese Press Association. Almeida began his speech by mentioning the European Google Fund for Media Innovation and then moved on to talk about 'a new world that is being built around the digital media' and its impact on democracy. He added that 'to have a good democracy we must have quality information and we must have rigorous investigation'. Pedro Almeida also spoke about the impact of the internet on the media sector: 'Internet and digital business models are growing and shaking the new media sector and define which are the ways that media companies have to generate revenues.'

The morning presentations ended with an open lecture titled "Digitization in the Creative Economy: Social and Economic Developments and Policies I" by Ruth Towse, who summarized key points about the economics of copyright. From the very beginning Towse stressed that 'Creative Industries are industries protected by copyright'. She added that 'conceptualizing the concept is not so important, it's more important what we do in practice.' While

arguing that 'reproduction is an important aspect of the creative industries,' Towse recognized that 'digitization is having a profound effect even on the most traditional arts.' The digitization brought the 'cannibalization' issue. As Ruth Towse explained, 'canibalization' in economic terms poses a question if goods are complementary or are they substitutes.: "Is an online version of a newspaper an alternative to reading or buying the actual newspaper or does it stimulate people to want to do it?"

Another interesting view on the digitization effects is the visibility that artists have. Social networks help companies measure artists' potential success. Since people can upload their creations and get visibility, the 'new songwriters who are signed up by music publishers are getting better deals in their contracts because the risk to the publisher has been quite reduced'.

After a lunch-break, the afternoon session started with Adriana Bassini Edral and her presentation titled "Project Rondon: a tool of creative economy". The Project Rondon which Bassini Edral spoke of, is a Brazilian social project created in 1967 and organized by the Brazilian Defense Ministry. It aims at training early career academic researchers for the sustainable development of underprivileged communities.

After a field trip to RTP, Radio and Television of Portugal, the first day ended with a welcoming dinner.

The second day was opened by one of the guest lecturers, Professor Mónica Herrero, with a presentation titled "Tendencies and Strategies in Digital Media and Production and Creative Projects". Herrero spoke about digital media economics, the different types of goods generated by digital media like immaterial and experiential goods, and disruptive technologies. The disruptive nature of technology opened new business opportunities on the internet, endangering the survival of traditional business. The lecture also mentioned increasing importance of UX and XD (User Experience and Experience Design) for products and services.

A presentation session facilitated by Ruth Towse followed Mónica Herrero's lecture. Summer school participants Nadine Suttmöller and Fred Utsunomiya presented their research papers. Nadine Suttmöller spoke about 'Facebook and the Question of Justice: A Consideration of Big Data Application from the Perspective of Political Philosophy' based on her PhD thesis about big data. Suttmöller said that 'although it



is clear that big data analyses are useful in the sphere of knowledge acquisition or decision making – especially in the field of economic activities – in the meantime these services however have developed an ever-greater force in spheres outside of their technological bubble and finally influenced the coexistence of people as a whole. In turn, Fred Utsunomiya presented his paper called 'Advertising and Digital Marketing in the Creative Industry: An Approach for the Hotel Industry in Brazil'. This study conducted in partnership with the Brazilian Hotel Industry Association of the State of São Paulo, looked at how the hotel industry is using digital marketing and social media as strategy tools to improve their business.

During the afternoon session, two more presentations took place. Óscar Boga's paper was called 'Analysis of daily printed press in the Iberian market: situation and perspectives'. It is based on the study focused both on Portugal and Spain's press markets which aims to understand the future of the press and find out if there are similarities and divergences in how Portuguese and Spanish press business models evolved. Bruno Viana, a PhD student, presented his ongoing thesis project called 'Newsworthy Brazil: journalistic representations of Portuguese online media in 2016'. This project aims to 'investigate which representations/images on Brazil are being propagated by the four periodicals [four Portuguese online newspapers], through its news productions published in its online versions'. Viana focused on the analysis of year 2016, 'the period of the Olympics, the Impeachment of the former President of the Republic, as well as the year of political and economic crisis'.

The second day of the summer school ended with a field trip to the iconic Lello Bookshop, famous for inspiring J. K. Rowling's Harry Potter.

On the third day, the summer school events took place at Vilar Seminar, a 19th century building with a view to the Douro River. The session started with a presentation by Miriam Cardoso titled 'Fashion and media: clothing as a category of analysis for the construction of female image in media'. This study is supported by 'theories on Aesthetics, Art, Communication, Psychoanalysis, Fashion, Genre and Media' to depict the sense and representation of self in the western culture. The morning sessions ended with Ruth Towse's presentation titled "Creative Economy: Social and Economic Developments and Policies II". This second lecture shed some light over measuring employment within the Creative Industries. According to Ruth Towse, this aspect is not yet 'measured absolutely statistically correctly,' and more accurate data can result from merging results from ISIC (International Standard Industry Classification) and ISCO (International Standard Classification of Occupations). Copyright was one of the highlights too, with Towse saying that "people talk about copyright as if it's one thing but it's not one thing, it's a bundle of different rights: reproduction, distribution, rental, public performance, communication, adaptation." After the morning sessions, yet another visit took place, this time to CEIIA – Centre of Excellence to the Innovation of Automotive Industry, an innovative center whose works range from mobility to aeronautics, smart cities and creative industries.

The fourth and final day of the summer school took place at the Vairão Campus (part of Porto University), located in the coastal town of Vila do Conde. The first session was held by Terry Flew who spoke about "Digital Media Platforms and their Challenge to Media Policy: A Stakeholder Analysis Perspective". It's a study soon to be published about which Terry Flew said the following 'the role of policy makers



in this framework is to act as facilitators, to bring their own expertise to the deliberations and require capacity to frame dialog and conversation in such a way as to steer it towards outcomes that have a high prospect of achieving stakeholder consensus.'

In the afternoon, two more presentations and a lecture were held. The first presentation, by Eline Livémont, is called "More chances for merit goods in a digitalized and internationalized media landscape? A comparative analysis of documentary production, distribution and policies in Europe". It is a first look at Livémont's ongoing PhD thesis which 'starts off with the conceptualization of documentary as merit good', while arguing that 'documentaries can be categorized as products or services that carry positive externalities for society but which are underprovided on the market because of their low exchange value'. The second paper, also part of an ongoing PhD project, was presented by Marlen Komorowski, titled "The clustering of media in localities: strengthening media clusters in Brussels and beyond". Komorowski's project aims at 'creating the knowledge necessary to understand media clustering phenomenon better', hoping that this 'cluster analysis will not only guide the development of a new

framework but also serve as benchmarks for the strengths and weaknesses of media clusters in Brussels and guide the development of a Media Park in Brussels.'

The closing session of this event was held by Eli Noam who gave a lecture on the financing of media and creative companies. Stating that 'the money side of media' is not as studied as other areas in media, Eli Noam pointed at three issues regarding media finance: 'very high demand for investments, riskiness, and volatility'. While using some film industry examples to explain his insights, Noam said that 'the trick of Hollywood is that they manage to bundle together high risk projects and transform them in relatively low risk portfolios, thereby making it cheaper for investors, less risky for investors to invest in these packages and, therefore, have access to capital at a lower cost'.

After the end of all sessions, a social networking session took place on the backdrop of the Vairão Campus pool. The closing event of CREIMA occurred at the Vilar Seminar, back in Porto, with a dinner which served as a bridge to TOCREA (International Conference of Tourism and Creative Industry Promotion), an event that would take place in Porto during the following days - 7th and 8th of July.