



WHAT MAKES DANISH TV DRAMA SERIES TRAVEL?

TRANSNATIONAL PRODUCTION,
CULTURAL EXPORT AND
THE GLOBAL RECEPTION OF
DANISH DRAMA SERIES

Bring your data!

Stop-up seminar December 14-15, 2016 @ Aarhus University

Venues: Wednesday 14th 09.30-17.00: ADA 333, Helsingforsgade 14
18.30: Dinner at **Kähler Villa Dining**, see: www.villadining.dk.
Thursday 15th: 09-17.00: Nygaard (3553) room 395

This is our Christmas stop-up meeting & analysis laboratory. We want to get an overview of all the empirical material we have and to develop strong analytical ideas. Each of the sessions focus on one of the overall research questions of the research project:

1. How can we consider Danish TV drama series as an international brand?
2. From a transnational production perspective: what makes Danish TV series travel?
3. How are Danish TV drama series interpreted and valued abroad?
4. How is small nations' drama production challenging the centre-periphery complex?

This is workshop in which we emphasise the empirical material we have, highlights from your data, be it from text, production or audience studies, and thus no theoretical framework is needed. We suggest that you present some expected findings and some that were surprising. This should hopefully allow us to share and develop strong analytical arguments and bring us closer to answering the questions we started out with. Aim for no more than 15 minutes for each presentation. We will also do a SWOT-analysis of our project in relation to related research projects (i.e. the MeCETES, Media engagement, and Sifti projects). We will invite some guests to

come up with critical questions, comments and feedback (Andrea Esser, Roehampton University, and Mads Møller Andersen, AU)

We hope to see you in Aarhus in December! Please confirm your attendance to Rui Xu, rui_xu@cc.au.dk before **December 1st 2016**. If you need a hotel, please tell Rui.

All the best, Anne Marit, Rui & Lynge

Programme: Bring your data!

Wednesday, December 14th:

9.30-9.45: Introduction

By Anne Marit & Lynge

9.45-11.15: RQ4 – How is small nations' drama production challenging the centre-periphery complex?

Data from Anne Marit, Lynge & Gunhild

11.15-11.30: *Coffee break*

11.30-12.30: RQ1 – How can we consider Danish TV drama series as an international brand?

Data from Gunhild, Jakob & Kim

12.30-13.30: Lunch

13.30-15.00: SWOT analyses of *What makes Danish TV-drama series travel?* Compared to similar projects. *Chair: Kim*

15.00-15.30: Coffee break

15.30-17.30: RQ3 – How are Danish TV drama series interpreted and valued abroad?

Part 1: Media coverage + buyers

Data from Sanne, Pia, Kirsten, Andrea & Ushma

18.30: Dinner is served at **Kähler Villa Dining**, see: www.villadining.dk. We would suggest that you arrive on time as to not miss any of the delicious food.

Thursday, December 15th:

9.00-9.15: OPEN – We tie up any loose ends from yesterday.

9.15-11.00: RQ3 – How are Danish TV drama series interpreted and valued abroad?

Part 2: Viewers

Data from Sanne, Pia, Lynge, Andrea & Ushma

11.00-11.15: Coffee break

11.15-12.30: RQ2 – From a transnational production perspective: what makes Danish TV-series travel?

Data from Jakob, Kim & Lynge

12.30-13.30: Lunch

13.30-15.00: Production value chain: places/landscapes, gender, language, story/plot, audiovisual style & acting in the series

Data from Anne Marit, Andrea, Jakob & Ushma

15.00-15.30: Coffee break

15.30-17.00: OPEN time for:

- questions and comments from guests
- saved/forgotten questions
- missing data

17.00: End of workshop



Nation branding group picture (Sept 2016, more info on our website)



VillaDining