



# Colloque international

Les plateformes de productions médiatiques et culturelles  
au Moyen-Orient et en Afrique du Nord

معرض

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## International Conference

Media and cultural production platforms in the MENA

09-10 avril 2025

Ecole Supérieure des Arts Visuels (ESAV)  
Marrakech – Maroc



# Media and Cultural Production Platforms in MENA Region

Marrakech – 9-10 April 2025

Cinema Hall- Salle Xavier Guerrand-Hermès, ESAV



Day 1: April 9, 2025

08:30-09:00 – Participants registration and welcome

09:00-09:30 – Introduction to the conference and its objectives

Alaa Eddine ALJEM, Director of École supérieure des arts visuels (ESAV) in Marrakech

A. AZIZI, A. BENCHENNA, R. CARREE, M. DOSS and D. MARCHETTI, Conference organizers

09:30-10:30 – Keynote Speech by Naomi SAKR, Emeritus Professor, Westminster University, CAMRI, UK,  
« Platforms, portals and ecosystems : Contours of a media landscape in transition »

10:30-10:45 – Coffee break

10:45-12:45 – Panel 1 [In French] – Hybridization, Platforms Strategies and Consumption Practices

- 10:45 « L'industrie audiovisuelle à l'épreuve de la plateformes : focus sur les nouvelles pratiques de consommation des films et des séries en Tunisie » [The Audiovisual Industry in the Era of Platformization: A Focus on New Film and Series Consumption Practices in Tunisia],  
Chirine BEN ABDALLAH, PhD in Sociology, Teaching Assistant at Sorbonne Nouvelle Paris 3, France
- 11:05 « Hybridations et stratégies de contenus : bâtir une offre du Moyen-Orient sur Netflix » [Hybridization and Content Strategies: Building a Middle Eastern Offer on Netflix]  
Thomas RICHARD, PhD in Political science, Clermont-Auvergne University, France
- 11:25 « La plateforme en ligne Onorient (2013-2020) : transnationalisation et évolutions des pratiques journalistiques et artistiques dans la région MENA » [The Onorient online platform (2013-2020): transnationalisation and changes in journalistic and artistic practices in the MENA region]  
Sarah MELLOUL, PhD Candidate in Cultural Anthropology, EHESS / IMAF, France, Hajar CHOKAIRI, Writer and Teaching Assistant, Mohammed VI University, Morocco, Eva TAPIERO, Independent Journalist, France

Discussion: Chairmen – Abdelfettah BENCHENNA, Professor in Communication Sciences, Sorbonne Paris Nord University, France, and Roland CARREE, Assistant Professor in Film Studies, ESAV, Marrakech, Morocco

12:45-13:45 – Lunch break

13:45-15:30 – Panel 2 [In English & French] – Narratives on Screen: Platform Content and Cultural Representations

- 13:45 « Garīma? Platforms Inventing a Genre While Reshaping Formulas »  
Gianluca PAROLIN, Professor of Law, The Aga Khan University, London, UK
- 14:05 « Netflix Productions in the Middle East: A Perspective of Westernization or Adaptation? »  
Nadine ASMAR, PhD Candidate in Film Studies, Bretagne Occidentale University, France
- 14:25 « 'Killing' it in Arabic: Forbrydelsen Nordic Noir Crime Drama in its Egyptian Remake »  
Fadi G. HADDAD, Lecturer in Screenwriting & Production Studies, American University in Dubai, UAE
- 14:45 « Netflix Türkiye et la gestion des récits sensibles : étude de cas de Mezarlık » [Netflix Türkiye and the Management of Sensitive Narratives: A Case Study of Mezarlık]  
Ludovica TUA, PhD in Media Studies, Toulouse University and Aix-Marseille University, France

Discussion: Chairman – Kay DICKINSON, Reader in Cultural Studies, University of Glasgow, Scotland, UK

15:30-15:45 – Coffee break

Website : <https://ottmena.hypotheses.org>

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### 15:45-17:15 – Panel 3 [In French] – Music and Platformization: New Spaces and Practices

- **15:45** « SoundCloud comme espace de professionnalisation et de visibilité : dynamiques d'échange, de partage et de promotion du rap au Proche-Orient » [*SoundCloud as a Space for Professionalization and Visibility: Dynamics of Exchange, Sharing, and Promotion of Rap in the Middle East*]  
**Thomas MICHEL**, PhD Candidate in Anthropology, URMIS, Paris Cité University, France
- **16:05** « Des réseaux de notoriété des créateur.rice.s de contenu musical sur Youtube » [*Networks of Visibility for Musical Content Creators on YouTube*]  
**Hajar EL ALAMI**, PhD Candidate in Social Sciences, LADSI, Hassan II University, Morocco

**Discussion: Chairman - Dominique MARCHETTI**, Senior Researcher, CESSP, CNRS, France

### 19:30 – Official dinner for participants



Day 2: April 10, 2025

### 9:00-09:30 – Welcoming Participants

### 09:30-11:15 – Panel 4 [In English] – State Strategies and Resistance: Platforms in Complex Political Contexts

- **9:30** « Domestication of mimicry: Assessing Forja's contextual and organisational development in a complex VoD market »  
**Abderrahim CHALFAOUAT**, Associate Professor in Media and Communication Studies, Hassan II University of Casablanca, Morocco **Cathrin BENGESSER**, Associate Professor in Digital Media Industries, Aarhus University, Denmark
- **9:50** « How to study streaming platforms in authoritarian regimes. the case of Turkey »  
**Ece VITRINEL**, Associate Professor in Communication Sciences, Galatasaray University, Turkey, and **Ugurhan TOPCUOGLU**, PhD Candidate in Communication Sciences, Galatasaray University, Turkey.
- **10:10** « The Impact of Digital Streaming Platforms on Iranian Cinema and Cultural productions »  
**Shahriar KHONSARI**, Independent Researcher
- **10:30** « Stand-Ins and Extras: How Platformized Production Exploits Migration Precarity »  
**Kay DICKINSON**, Reader in Cultural Studies, University of Glasgow, Scotland, UK

**Discussion: Nour HALABI**, Assistant Professor, University of Aberdeen, Scotland, UK

### 11:15-11 :30 – Coffee break

### 11:30-13:00 – Panel 5 [In English & French] – Algorithms and Architexts: Shaping Cultural Production and Media Practices

- **11:30** « A l'écoute du monde arabe : données d'écoutes, pratiques de la data, et services de streaming » [*Listening to the Arab World: Listening Data, Data Practices, and Streaming Services*]  
**Pierre FRANCE**, PhD Candidate in Political Science, Mesopholis, Aix-Marseille, France
- **11:55** « Praying to the algorithm: Forms of knowledge-production in adaptation to platformization in the Egyptian rap world »  
**Amr ABDELRAHIM**, PhD Candidate in Political Science, CERI, Sciences Po Paris, France
- **12:15** « Translation and news writing in Arabic: A corpus-based study of lexical, syntactic, typographic, and orthographic calquing in reporting news in Arabic »  
**Leon BARKHO**, Visiting Professor at College of Communication, University of Sharjah, UAE

**Discussion: Naomi Sakr**, Emeritus Professor, Westminster University, CAMRI, UK

### 13:00-14:15 – Lunch break

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14:15-16:15 – Professional Roundtable [In English & French] – Industry Perspectives on Platforms and Cultural Production

- **Speaker (1): Fatma MANSY**, Senior Content producer ON TV and Ex. Content director at Watch-It, Egypt, « Relationship between different cultural players in cultural production: Watch-it experience »
- **Speaker (2) : Mohamed Mashish**, Producer, Bleu-Bee, Syria
- **Speaker (3): Inanç VARDAR**, Producer and Managing partner in Atlas Tei, Turkey : « Evolving platform landscape in MENA region »
- **Speaker (4): Yasmina TAMER**, Managing Director of Aflamin, Morocco
- **Speaker (5): Lamia CHRAIBI**, Director at La Prod, Production House, Morocco

**Discussion: Asmaa AZIZI**, Associate Prof. in Communication Sciences, Sorbonne Paris-Nord University, France, and **Maria DOSS**, Associate Prof. in Communication Sciences, Sorbonne Paris-Nord University, France

16:15-16:30 – Coffee break

16:30-16:45 – Closing of the Conference

16:45-17:45 – Meeting with participants: Editorial Perspectives and Publication Modalities

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