

TV, Economics & Society

A WZB workshop

organized by Susana Gomes, Steffen Huck & Sir Peter Jonas

Program

Thursday, 20 Nov

- 10.00 – 10.30 Coffee & Registration
- 10.30 – 11.00 Susana Gomes, Steffen Huck, and Sir Peter Jonas, *Welcome & Introduction*
- 11.00 – 11.45 Tony Ageh, *Beyond the iPlayer*
- 11.45 – 12.30 Sarah Churchwell, *On 'Game of Thrones'*
- 12.30 – 14.00 Lunch
- 14.00 – 14.45 Nicolaj Scherfig, *Making TV Series in Denmark and Sweden and the Development of 'Broen'*
- 14.45 – 15.30 Andreas Jahn-Sudmann, *American Television Series and the Cultural Logic of Serial Outbidding*
- 15.30 – 16.00 Coffee Break
- 16.00 – 16.45 Klaus Schmidt, *New Payment Models for the Media*
- 16.45 – 17.00 Coffee Break
- 17.00 – 18.00 Tom Fontana in Conversation with Sir Peter Jonas
- 18.00 – 18.30 Drinks
- 18.30 – 19.00 Transport to Soho House
- 19.00 Dinner, followed by a screening of the pilot episode of 'Oz' (*'The Routine'*)

Friday, 21 Nov

- 10.00 – 10.45 Jeff Ely, *Surprise and Suspense*
- 10.45 – 11.15 Coffee Break
- 11.15 – 12.00 Special Session on *Tatort*
- Amma Serwaah-Panin, *Tatort or Learning about Germany*
- Christine Hämmerling, *Tatort and the Social Media*

- 12.00 – 13.00 Panel with Sascha Arango, Friedemann Fromm and Bernhard Schütz, moderated by Michael Hutter, *TV Series in Germany: Writing, Directing, Acting*
- 13.00 – 14.30 Lunch
- 14.30 – 15.30 Mischa Hofmann in Conversation with Steffen Huck, *Producing TV in Germany*
- 15.30 – 16.15 Gregory Crawford, *The empirical economics of TV*
- 16.15 – 16.45 Coffee Break
- 16.45 – 17.30 Christoph Ruckhäberle, *In Praise of Celluloid*
- 17.30 – 18.30 Round table, moderated by Susana Gomes, *What the future holds*
- 18.30 – 19.00 Transport to Dinner Location
- 19.00 Dinner

Participants of the WZB Workshop TV, Economics & Society

Tony Ageh (London) is a British journalist and media manager. Since 2002 he has been working at the BBC where he led the team that devised the BBC iPlayer and where he is now serving as Controller of Archive Development.

Sascha Arango (Berlin) is a German screenwriter. A recipient of two Adolf Grimme Awards he wrote, among many other scripts, several acclaimed Borowski episodes for Tatort.

Sarah Churchwell (U East Anglia) is an American born literary scholar and holder of the Chair of American Literature and Public Understanding of the Humanities. A regular pundit at BBC Newsnight she also serves on the 2014 Booker Prize Committee.

Gregory Crawford (U Zurich) is an American born economist specializing in the understanding of competition in the media sector.

Jeffrey Ely (Northwestern) is an American economist with several important contributions in the area of game theory. Recently, he has been working on how to capture the dynamics of suspense and surprise in drama or sports.

Ludwig Ensthaler (WZB Berlin) is a German economist specializing in behavioral economics and market design.

Daniel Eschkötter (Bauhaus University Weimar) is a German lecturer and researcher in media studies and serves as an editor of the Zeitschrift für Medienwissenschaft. In 2012 he published a book about The Wire.

Tom Fontana (New York) is an American screenwriter, showrunner and producer. With his legendary series Oz he spearheaded the epic revolution in TV series. He is currently working on the third season of Borgia.

Friedemann Fromm (Berlin) is a German screenwriter and director. A recipient of three Adolf Grimme Awards he is currently working on the third season of TV Drama Series Weissensee.

Susana Borges Gomes (Berlin) is a co-organizer of this workshop. She is programmer at the Munich Filmfest where she is in charge of international independent movies and TV series.

Julia Haarbruecker (WZB Berlin) is a research assistant in the WZB project Lifestyles of young men and women today.

Christine Hämmerling (U Zurich) is a cultural anthropologist working on how TV series are received in everyday life.

Ernst-Wilhelm Händler (Munich) is an award-winning German novelist. His most recent book is a study on literature and epistemology.

Heike Harmgart (Amman) is a German economist. She is heading the European Bank of Reconstruction and Development's resident office in Jordan.

Mischa Hofmann (Munich) is a German TV and movie producer. With his company H+V Entertainment he produced the multiple-award winning serieses KDD – Kriminaldauerdienst and Türkisch für Anfänger. He serves as CEO of Odeon Film.

Steffen Huck (WZB Berlin) is a German economist and co-organizer of this workshop. He is director of the WZB research unit "Economics of Change" and holds a chair in economics at University College London.

Michael Hutter (WZB Berlin) is a German economist-cum-sociologist. He is director of the WZB research unit "Cultural Sources of Newness" and holds a chair in sociology at TU Berlin.

Andreas Jahn-Sudmann (FU Berlin) is a German media scholar specializing in the aesthetics of TV series.

Frank Jastfelder (Munich) is a German TV executive. He currently serves as Senior Manager Film at Sky Germany.

Sir Peter Jonas (Zürich) is a co-organizer of this workshop. He served as General Director of English National Opera from 1985 to 1993 and as General Director of the Bavarian State Opera from 1993 to 2006. At the WZB he recently appeared in conversation with Vince Gilligan.

Dorothea Kübler (WZB Berlin) is a German economist working in the area of market design. She is director of the WZB research unit "Market Behavior" and holds a chair in economics at TU Berlin.

Lola Randl (Berlin) is a German film maker whose first feature film, Die Besucherin, premiered at the Berlinale 2008 to much critical acclaim. In 2014 einsfestival showed her TV docu series Landschwärmer.

Christoph Ruckhäberle (Leipzig) is a German painter. He also runs a publish company and operates a cinema.

Klaus Schmidt (LMU Munich) is a German economist. His work includes path-breaking contributions in the area of behavioral economics and contract theory. Recently, he has been working on alternative payment models for the media.

Nikolaj Scherfig (Copenhagen) is a Danish screenwriter. Among his many credits is the multiple-award winning series Broen (The Bridge).

Bernhard Schütz (Berlin) is a German actor. A member of the Volksbühne ensemble he has over 80 film and TV credits, among them a dozen episodes of Tatort and a leading role in KDD – Kriminaldauerdienst.

Amma Serwaah-Panin (WZB Berlin) is a Ghanaian economist and avid Tatort follower who studied in Dartmouth and Toulouse before joining the WZB.

Max Zeitler (Berlin) is a German filmmaker and story architect who started the ZDF transmedia format "Rescue Dina Foxx!" in 2011. He also co-developed and directed the recent follow-up event Dina Foxx 2.