



University of
Zurich^{UZH}

IKMZ – Institute of Communication and Media Research

The IKMZ Speaker Series presents:

“Platforms and Cultural Production”

Prof. Dr. David B. Nieborg
University of Toronto

Monday, 24.4., 2023
16:15-17:15

Room AND 3.46 + Zoom (Link in Teams)

Abstract: The widespread uptake of digital platforms – from YouTube and Instagram to Twitch and TikTok – is reconfiguring cultural production in profound, complex, and highly uneven ways. Longstanding media industries are experiencing tremendous upheaval, while new industrial formations – live-streaming, social media influencing, and podcasting, among others – are evolving at breakneck speed. Based on the recent book *Platforms and Cultural Production*, this talk explores the processes and the implications of “platformization” across the media industries, identifying key changes in markets, infrastructures, and governance at play in this ongoing transformation. Offering a novel conceptual framework grounded in a diverse array of case studies, this talk seeks to understand how the institutions cultural production are transforming.

Dr. David B. Nieborg is an Associate Professor of Media Studies at the University of Toronto. He is a Visiting Professor at the University of Amsterdam ('22-'23) and a Residential Member of the Institute for Advanced Study in Princeton ('23-'24). He held visiting and fellowship appointments with MIT, the Queensland University of Technology, and the Chinese University of Hong Kong. David published on the game industry, app and platform economics, and game journalism in academic outlets such as *New Media & Society*, *Social Media + Society*, and *Internet Policy Review*. He is the co-author of *Platforms and Cultural Production* (Polity, 2021) and *Mainstreaming and Game Journalism* (MIT Press, 2023).

