

14.30 — Panel 5. Re-mediating the Archive

Chair: **Marco Cucco**
(Università di Bologna)

- **True Crime and Television Archives. Mediation, Re-Enactment, and Self-Reflexivity in Post-2010 Series**

Alessia Casiraghi, Diletta Cenni
(IULM, Milano)

- **From Memory to Streaming. The Role of Historical Archives in Strengthening Public Television's OTT in Spain**

Tamara Antona-Jimeno, José Ignacio Nevado Hernández
(Universidad Complutense, Madrid)

- **An Archives Utopia. Attempts and Illusions of the Studio Portals Catalogues**

Nicolò Villani
(CUBE, Centro Universitario Bolognese di Etnosemiotica)

- **The Evolution of the Audiovisual Archives of Estonian Public Broadcasting and Their Impact on the Reproduction of Cultural Memory**

Hanna Šein-Meier
(University of Tallinn)

- **Democratizing Higher Education Through Television in the Open University's A305 Course on History of Architecture and Design (1890–1939)**

Grazia Quercia, Marco Manfra
(UniMarconi, Università di Camerino)

16.30 — Panel 6. National, Regional and Lateral Histories

Chair: **Paola Brembilla**
(Università di Bologna)

- **Capturing a Region's History. The NBN Television Archive's Cultural Legacy**

Ann Hardy
(University of Newcastle)

- **The Original Exception of TeleCapodistria, an Italian TV Station in Yesterday's Yugoslavia and Today's Slovenia**

Vito Saracino
(Università di Foggia, Fondazione Gramsci di Puglia)

- **Telling the Territory through the Archive. For a Recovery of the Documentary Production of Rai Puglia.**

Michelangelo Cardinaletti
(Università del Salento)

- **Decolonising the Archive. Rethinking Audiovisual Heritage in the ERT Collection**

Gregory Pritsas
(Aristotle University, Thessaloniki)

18.00 — Closing Remarks

The 16th edition of the Media Mutations international conference – developed as the closing event of the PRIN 2020 research project *ATLAS – Atlante delle televisioni locali (Atlas of Local Televisions)* – explores and engages with the history and recent developments of TV archives, investigated both on a theoretical, technical and operational basis and with attention to their commercial potential. In an age of multi-channel and digital platforms, the use of archives as sources entails constant renegotiations of the ties between technology and memory, opening unexpected glimpses in public history and delving into the political dimension of cultural heritage's reuse, exploitation and enhancement. Accordingly, the conference fosters dialogue on current practices, policies and emerging trends as far as the establishment, curation and maintenance of media corporations' archives are concerned, while raising complex questions around their fair use(s). Minor, less-known case studies help in reconstructing a map of European, international and transnational television archives.



D A M S L A B



MEDIA MUTATIONS 16

UNLOCKING TELEVISION ARCHIVES IN THE DIGITAL ERA

→ Dipartimento delle Arti
Salone Marescotti, via Barberia 4

Organised by Luca Barra, Matteo Marinello, Emiliano Rossi (Università di Bologna), Susanne Eichner (Filmuniversität Babelsberg Konrad Wolf, Potsdam) and Anne-Katrin Weber (Université de Lausanne)

Keynote speakers: Kit Hughes (College of Liberal Arts, Colorado State University) and Ethan Thompson (Texas A&M University – Corpus Christi)



May 26th — 27th / 2025 BOLOGNA

MONDAY, MAY 26TH

9.30 — Institutional Greetings

Riccardo Brizzi (Director, Dipartimento delle Arti, Università di Bologna)

Mirko Degli Esposti (President, Associazione Media Mutations)

Giacomo Manzoli (President, Consulta Universitaria del Cinema)

Marco De Nicolò (President, Società Italiana per lo Studio della Storia Contemporanea)

Luca Barra (Principal investigator, *ATLAS – Atlante delle Televisioni Locali*, PRIN 2020)

10.00 — Panel 1. Archival Uses and Re-uses

Chair: **Veronica Innocenti** (Università di Bologna)

• *Towards Critical Re-Use Literacy in Television Archives*

Berber Hagedoorn (University of Groningen)

• *Folk-archiving Minor Audiovisual Contents. Television Programs, Pirate Care and Shadow Libraries*

Jacopo Rasmi (Université Jean Monnet, Saint Etienne)

• *Archiving Television and Celebrating Legacy. Mike Bongiorno's Centenary Exhibition and TV Miniseries*

Daniela Cardini (IULM, Milano)

• *Is this Radio – Or Television? Audiovisual Representations of Radio Broadcasts in Japan's NHK Archives*
Nanako Ota (International Research Center for Japanese Studies, Kyoto)

11.45 — Keynote Speech
Valuing and Preserving Local Television in the United States
Ethan Thompson

(Texas A&M University – Corpus Christi)

Discussant: **Anne-Katrin Weber** (Université de Lausanne)

14.30 — Celebration. Ten Years of *SERIES*

Veronica Innocenti (Università di Bologna)

Héctor J. Pérez

(Universitat Politècnica de València)

Guglielmo Pescatore

(Università di Bologna)

15.00 — Panel 2. Some Results from the *ATLAS* Research Project
Chair: **Luca Barra** (Università di Bologna)

• *"Hello, Is the Mayor Here?" Local Politics in Turin Private Broadcasting. The Case of Videogruppo Piemonte*

Riccardo Fassone, Paola Zeni (Università di Torino)

• *Chronicle of a Momentaneous Success. Entertainment and Consumer Goods in Antenna 3's Early Stage (1977–82)*

Emiliano Rossi (Università di Bologna)

• *Pannella & Pallone. TeleRoma56's Glocal Broadcasting between Politics and Entertainment*

Giulia Crisanti, Damiano Garofalo (Sapienza Università di Roma)

• *Bringing the Nation to the "Provincia". Promotional strategies and Entertainment on TeleSanterno (1976–82)*

Matteo Marinello (Università di Bologna)

• *Mapping the Legacy of Audiovisual Archives. The Sardinian Case*
Diego Cavallotti, Myriam Mereu (Università di Cagliari)

17.00 — Panel 3. Dialogues with Archives and Industries
Chair: **Paolo Noto** (Università di Bologna)

• *Reconfiguring Television Archives. Alternative Pasts and Plausible Futures*
Dana Mustata

(University of Groningen, FIAT/IFTA)

• *Organising Collaboration of Archives and Academics in Media Studies*

Bas Agterberg (Sound & Vision)

• *Redundances and Stereotypes. Does Archival Reuse Reinforce the Lack of Diversity?*

Matteo Treleani (Université Côte d'Azur)

• *Neck-Deep in Digital Oil? Public Broadcasters' Archives as AI Training Datasets*

Brecht Declercq (RSI Radiotelevisione Svizzera, FIAT/IFTA)

TUESDAY, MAY 27TH

9.30 — Panel 4. Operating on Archives

Chair: **Elisa Farinacci** (Università di Bologna)

• *Reframing Public Broadcasting Archives in Europe. Developing New Strategies for Improved Contextualisation*

Carolyn Birdsall (University of Amsterdam)

• *Creating New Metadata Layers for National Memory Institutions. A Comparative Study of Estonian Public Broadcasting and Baltic Film, Media and Arts School Archives*

Andres Kõnno (University of Tallinn)

• *AI Blob! LLM-Driven Recontextualization of Italian Television Archives*

Roberto Balestri (Università di Bologna)

• *Reconstructing Histories. Mapping Artists' Film and Video on Channel 4 through Archival Ruination (1982–92)*

Nicole Atkinson (Birkbeck University of London, LUX)

• *"Welcome to Granadaland!" The Television Studio as Heterotopic Space*

Victoria Lowe (University of Manchester)

11.15 — Launch of the *ATLAS* Database and Digital Exhibitions

Luca Barra (Università di Bologna)

Martina Caroli (AlmaDL, Università di Bologna)

11.45 — Keynote Speech
What to Do about Taste-less Transmissions? Useful Television Histories

Kit Hughes (College of Liberal Arts, Colorado State University)

Discussant: **Susanne Eichner** (Filmuniversität Babelsberg Konrad Wolf, Potsdam)