

The background of the slide is a collage of various digital screens and data visualizations. It includes a grid of blue squares, a world map, a bar chart with a rainbow bar, and several upward-pointing arrows. The overall color scheme is dominated by blues and purples, with some warmer colors like red and yellow in the data visualizations.

Societal Implications of Media Platformisation

Opportunities and Pitfalls for Policy and Governance in the Digital Age

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On Platformization and Europeanization

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EUMEPLAT- European Media Platforms: Assessing Positive and Negative Externalities for European Culture Horizon 2020 Project, 2021-2024



What the Europeans talk about on social media

In each country, we selected the 720 most relevant social media contents – YouTube comments, Twitter and Facebook posts – related to the most relevant topics according to EuroBarometer [EU, health, environment, and economic crisis].

Two major findings:

- (1) The discourse about Europe is still dominated by the legacy media;
- (2) When people talk about Europe, the dimensions usually called to action are those of *institutions, regulation, and territory*; there is little space for *culture and value*.



Europeanization

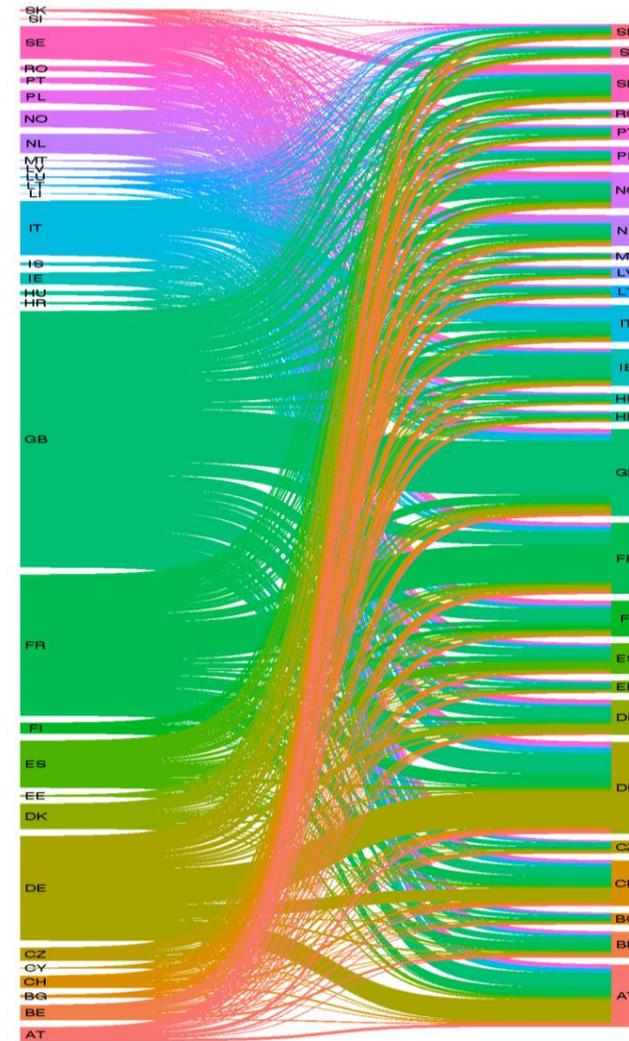
"This also allows us to sketch a working/operational definition of Europeanization [...], which is seen here as a concept that refers to the (1) structural time- based changes (2) to the European assemblage, which (3) consists out of an entanglement of discursive and material components (4) that perform being European— or Europeanity—(5) in a diversity of ways".

[N. Carpentier, S. Cannizzaro, M. Hroch, A. Miconi, & V. Doudaki, *Bridging the Discursive and Material Dimensions of Europeanity and Europeanisation. A Participatory Semantic Map Approach*, 2023]



How European movies travel in European VOD

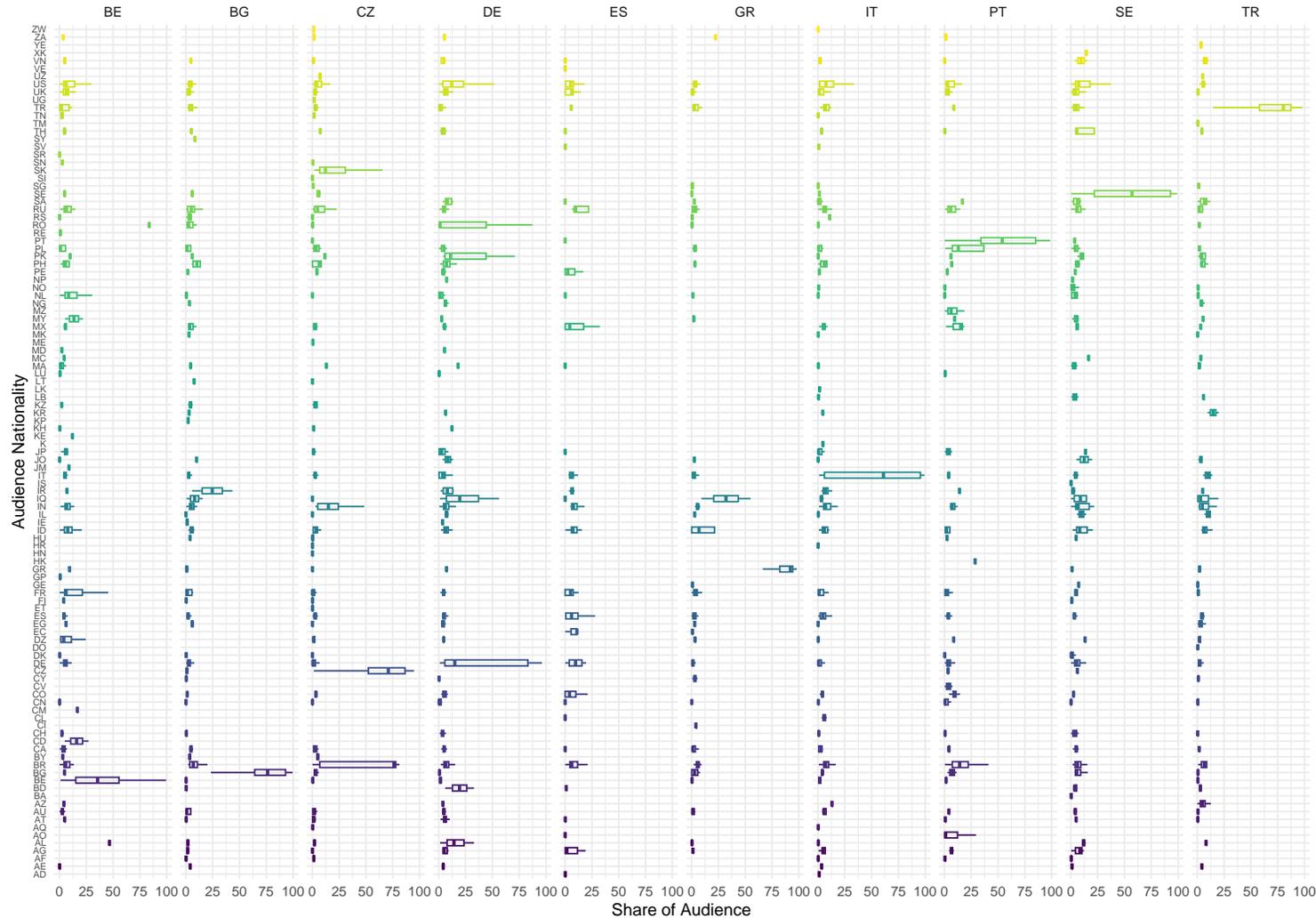
Source: Lumière Video-on-Demand database
90,510 movies, produced in 31 countries: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Cyprus, Denmark, Estonia, France, Finland, Germany, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, and UK.



Country of production

Country of distribution

Overlappings between the audiences of the top-influencers on YouTube, Twitter, and Instagram



Source: Source: HypeAuditor; 3,451 accounts, reaching out a total gross audience of fifteen billion followers



Conclusions

- A top-down idea of Europe is still in place
- National contents are dominant even in global platforms
- American contents are still attractive to European audiences

Thank you for your attention



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