

The Institute for Culture and Society (ICS) Presents:

Classification, Convergence, Citizenship: Cultural Researchers in Media Policy Environments: A Workshop with Professor Terry Flew, Queensland University of Technology

This is the second 2012 research workshop organized by ICS's Cultural Economy and Globalisation Theme Group addressing the contribution of university-based cultural researchers to the media policy and regulation process in Australia (the first featured The University of Sydney's Professor Rod Tiffen's reflections on his role in assisting the Independent Inquiry into the Media and Media Regulation in Australia, commonly known as the Finkelstein Report: see http://www.uws.edu.au/ics/events/research_program_events/ceg_240412)

Professor Terry Flew of Queensland University of Technology was seconded (May 2011-February 2012) to the Australian Law Reform Commission (ALRC) as head of the National Classification Scheme Review. Its final Report, *Classification – Content Regulation and Convergent Media* (ALRC Report 108), was tabled in Federal Parliament on 2 March, 2012 (http://www.alrc.gov.au/sites/default/files/pdfs/publications/final_report_118_for_web.pdf)

Among its 404 pages and detailed discussion and policy recommendations, Section 3 of the Report addresses *Media Convergence and the Transformed Media Environment* (p. 69):

3.25 For much of the 20th century, media regulations could be nationally based, as media services largely operated within existing territorial jurisdictions, and were therefore clearly subject to the laws and regulations of a single nation-state, even when they operated as multinational corporations. In describing the resulting internationalisation of content distribution in relation to the mobile applications ('apps') market, the ACMA observed that 'the mobile applications market functions on both a national and global scale, and this has implications for regulation in Australia ... App stores ... are all based overseas ... [and] app developers are also based in multiple international jurisdictions.'

3.26 In the 21st century, a range of network-based media platforms and services operate on a global scale in real time since, as the OECD has observed, 'the Internet has achieved global interconnection without the development of any international regulatory regime'.

3.27 This uncoupling of global internet-based media and national legal and regulatory systems has important implications for all forms of media content regulation in Australia, as is the case worldwide. As noted by Associate Professor Kate Crawford and Professor Catharine Lumby in their paper, *The Adaptive Moment*:

Nation state governments clearly have a remit to enforce the laws of their country and to protect public policy priorities when it comes to cultural and social parameters. Their ability to enforce this remit is restricted due to the sheer volume of media content as well as the decentralisation and vast number of media producers.

Terry Flew will reflect on these important, wide-ranging matters raised in the Review, as well as his position and contribution as a media and cultural researcher operating in a different intellectual, organizational and policy-oriented environment. He will be introduced by ICS's Professor David Rowe, who will outline some of the key questions concerning nationally-based, multi-platform regulation and classification in the context of media proliferation, convergence, globalisation, and transnationalism.

Date: 21 June 2012

Time: 12:00pm - 1:30pm

Venue: Building EB, Level 2, Room 21
(EB.2.21)

University of Western Sydney
Parramatta Campus.

Light lunch will be provided.

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by June 18.

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