

***Special Session (SS19) on:
Digitalisation and Transformation
of Creative Industries***



Organizer:

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The purpose and scope of the special session

Digitalisation has had both disruptive and transformative impacts on creative sectors across the globe. The production, consumption and exchange have seen massive transformative or disruptive shocks. Where digitalisation has made it possible to experiment with designs and create digital content to be transported and consumed digitally, the trade has also experienced a massive rise. Local products, through digital marketing, have found their place in global markets, turning the global into an integrated market system of creative goods and services. The digital platforms have made discovering talents, distribution and drawing monetary and other benefits from the creative content more accessible. However, the digital divide has also undermined the livelihoods of traditional artisans, performers, and creative actors. Platforms for music streaming (Spotify, Pandora, Amazon Music, Apple Music, TIDAL), streaming and/or production platforms of movies (Netflix, Amazon Prime, Hotstar, Voot, Jiocinema), creator tech applications (Instagram, YouTube, X, Facebook), and e-commerce (Shopify, Alibaba, Amazon, BigCommerce, Etsy) — and their integration with smartphones, tablets and personnel computers have helped in realising the accessibility monetisation transformations. Digitalisation has also created new modes of space-making and space relations in these industries, where classical industrial relations and locational determinants play little roles.

This session invites theoretical and empirical papers examining, though not limited to, (a) the transformative and disruptive impacts of digitalisation on creative industries, (b) its platformization, (c) the digital divide and its impacts on creative entrepreneurs, workers, consumers and market (d) the instantiation of consumption and production, and (e) new space making and space relations of the industry.

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