



What defines a  
'national' production?



# NATIONAL OUTLOOK MAKES SENSE

- ❖ Historically TV is nationally determined
- ❖ Media policy is national
- ❖ Viewing habits & expectations are shaped by national terrestrial broadcasters
- ❖ National labeling is used in international program marketing

**But does it?**

# MACRO & MESO-LEVEL CRITIQUES

## **Constructedness of national culture**

Anderson 1983; Hobsbawm 1983; Tomlinson 1991; Hall 1992

## **Cultural essentialism / Mythology of national culture**

Aksoy & Robins 2000, 2008; Harindranath 2005; Athique 2008, 2011; Robins 2014

## **Accelerating transnational flows**

Giddens 1990; Scholte 1993; Appadurai 1996; Castells 1996; Held 1999

## **Globalization 'from within'**

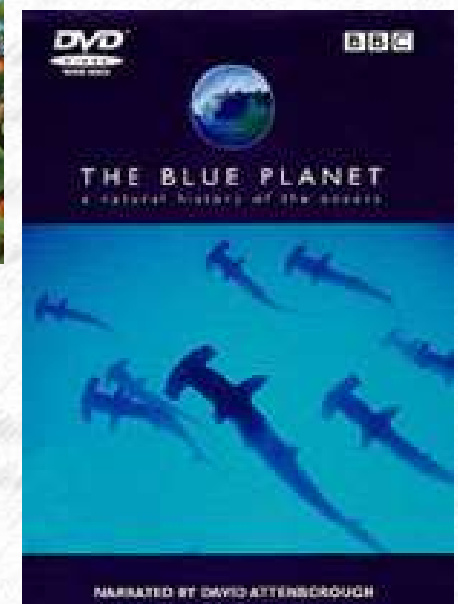
Beck 2002, 2006; Usunier 2006; Rittenhofs

**-> Globalization as integral  
to TV production...**

# GLOBALIZATION OF CANNED PROGRAMS

## DRAMA, ANIMATION, DOCUMENTARIES

1. Costly productions are co-produced / co-financed
2. Produced with an eye to the international market



# GLOBALIZATION OF CANNED PROGRAMS

## DRAMA, ANIMATION, DOCUMENTARIES

3. As a result, many productions use locations & actors from multiple countries
4. Drama often not produced in the location where it's supposed to play
5. Producers have always been influenced across borders



# TV FORMATS

1. Developed with an eye to the international market
2. Produced locally but with
3. Extensive knowledge transfer
4. Often by global production networks



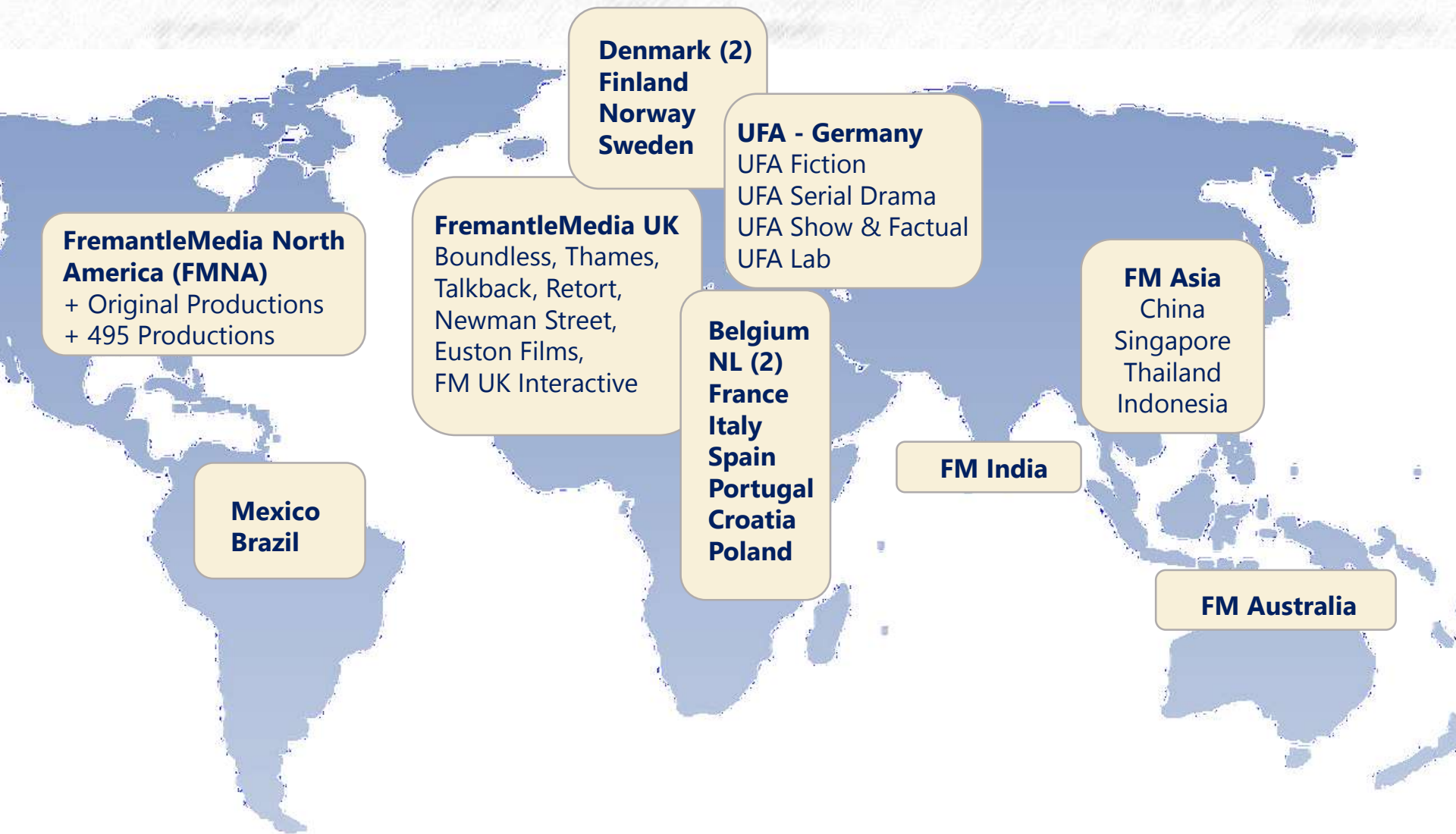
# FREMANTLEMEDIA



Production operations in 23 countries

Distribution into over 150 markets

Est. 2001



# EndemolShine



~ 90 companies in  
over 30 countries



**SHINE GROUP**

+ Core Media Group





# NATIONAL OUTLOOK NEEDS TO BE QUESTIONED MORE

- ❖ Globalization ‘from within’
- ❖ effects gradual but significant changes within ‘national’ TV markets.
- ❖ Global connections and consciousness greater than ever,
- ❖ but problem of myth of national culture is old.

**Thank you!**