

DIGISCREENS: Identities and democratic values on European digital screens

Authors

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PROJECT DESCRIPTION

SUMMARY

DIGISCREENS examines European TV **distribution, reception, and representation**, analysing how fiction shapes identity, perceptions of others, and democratic values—equality, inclusion, solidarity—across **Norway, Sweden, France, Spain, and Lithuania**.

OBJECTIVES

- Examine **industry practices** across public and commercial platforms
- Study **identities** and **democratic values** in digital audiovisual content
- Investigate **audience habits** and **negotiations** of identity and values.
- Synthesise national results into a theory of **European spectatorship, digital platforms** and **representation**.

METHODOLOGY

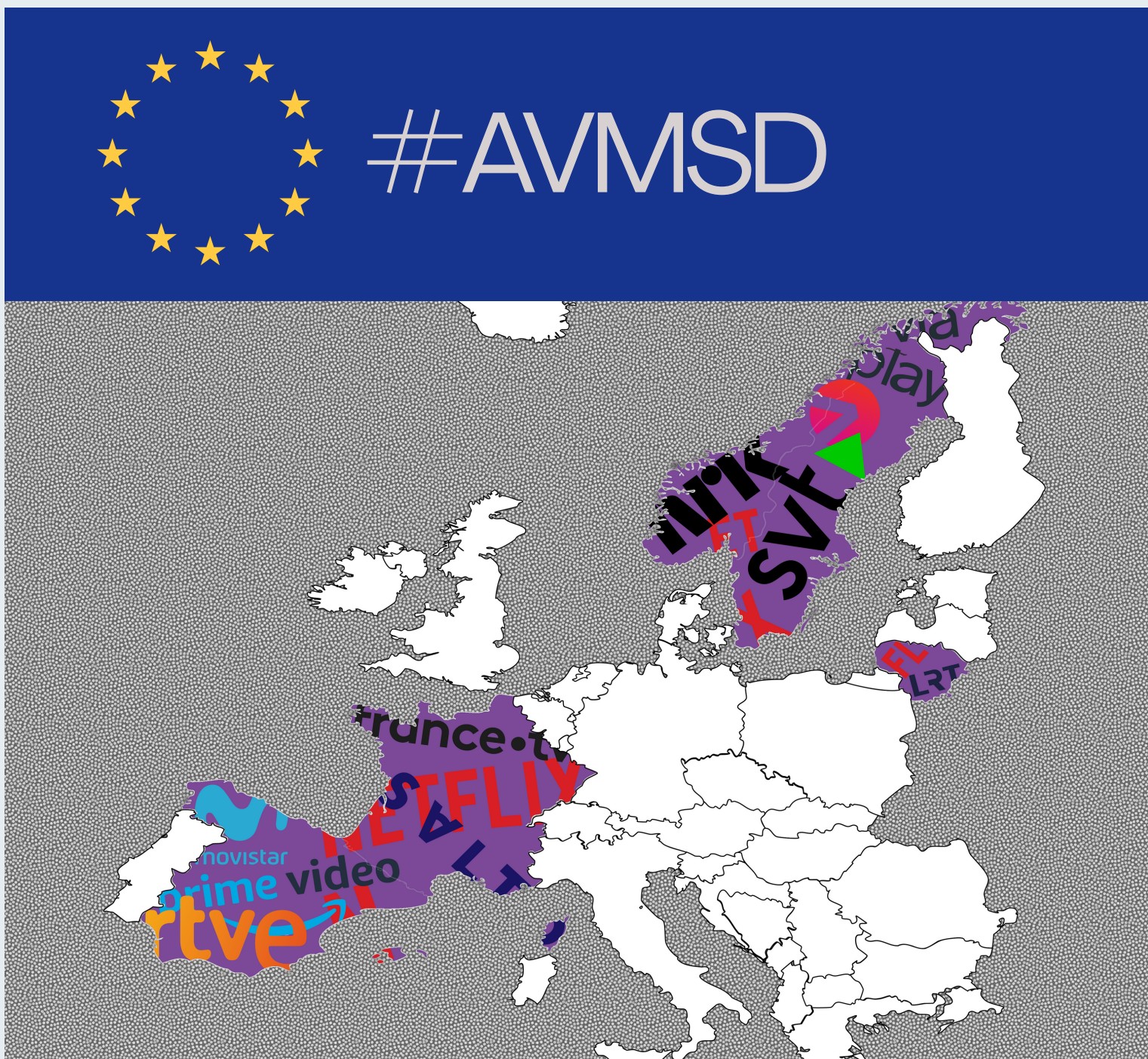
Multi-methods: policy analysis, expert interviews with industry actors, textual analysis of representation, reception studies (focus groups with audiences of varied demographics).

RESULTS

DISTRIBUTION

Inclusion policies open the door for diverse contents to be produced and/or widely distributed. However, the **lack of structural measures** leaves creators in a vulnerable position, having to negotiate with powerful platforms.

Global platforms want exclusive rights, leading to **conflicts of interest** with public service television. **Public service TV** integrates commercially successful models (VOD, appealing headlines) and seeks to show social commitment in quality content.



REPRESENTATION

Diversity mainly applies to **binary** genders and there are few or stereotypical representations of non-whites, disabilities and non-normative sexualities. The **gaze** is still mainly male, heterosexual, white and middle class but differences exist between **public** and **commercial** platforms.

AUDIENCES

- **Fiction plays a key role** in understandings of democracy, providing structure and meaning.
- Diversity usually appears ‘tokenistic’.
- While **globalisation threatens** to even out local differences, **local content** is often perceived as culturally **relevant**.

