



From Netflix to iQiyi: As the World Turns, Serial Dramas in Virtual Circulation

Guest Lecture by Prof. Dr. Ying Zhu, Baptist University, Hong Kong

Thursday, March 3, 2022, 4 - 6 pm

University of Zurich, Room RAA E 08, Rämistr. 59, 8001 Zürich

The lecture tackles the interplay between serial dramas and streaming services in China and the US, the two leading countries in content-production and circulation in the era of non-linear, non-synchronized, and subscription-based online consumption characterized by “binge” in an instantaneous and globalized streaming ecosystem. It examines the rise of miniseries as one of the dominant programming for online streaming and explains how the

new consumption model affects the standing of miniseries in the cultural hierarchy. It further examines how transnational streaming services such as Netflix negotiate with local carriers such as iQiyi in China for global entrance and expansion. The evolution of Netflix and iQiyi in the era of border-crossing virtual streaming will be singled out for analysis.

Professor Zhu is currently the director of the Centre for Film and Moving Image Research at Hong Kong Baptist University and adjunct Professor at Columbia University. She is the founding editor and editor-in-chief of the peer-reviewed academic journal *Global Storytelling: Journal of Digital and Moving Images*.

Students, staff and other interested parties are cordially invited to attend.
Prof. Dr. Andrea Riemenschneider