CURRICULUM VITAE

Dr. Marc Steinberg
Professor of Film Studies in the Mel Hoppenheim School of Cinema
Director, The Platform Lab
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Concordia University, Montréal, Québec, Canada

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EDUCATION

2008-9   Postdoctoral Fellowship, Art History and Communication Studies, McGill University
2009   Ph.D. Modern Culture and Media; Brown University
2006   M.A. Modern Culture and Media; Brown University
2002   M.A. East Asian Studies; McGill University, First Class Honours
1999   B.A. East Asian Studies; McGill University, First Class Honours

PROFESSIONAL APPOINTMENTS

2022-present Professor, Film Studies, Mel Hoppenheim School of Cinema, Concordia
              University

2014-2022   Associate Professor, Film Studies, Mel Hoppenheim School of Cinema, Concordia
             University

2009-2014   Assistant Professor, Film Studies, Mel Hoppenheim School of Cinema, Concordia
             University

2006   Teaching Fellow, Modern Culture and Media, Brown University

VISITING POSITIONS

2016 May   Visiting Professor, University of Paris 13 (Sorbonne Paris Cité) (May 2016)

2015-2016   Visiting Researcher, University of Tokyo (October 2015 to January 2016)

2015 June   Visiting Professor, University of Erlangen-Nuremberg (May-June 2015)

2014 Summer Coordinator and visiting lecturer, *Media Mix Summer Program*, Kadokawa
             Culture Promotion Foundation Media-Content Research Project, University of Tokyo

GRANTS

2023-2027   Volkswagen Foundation: "Smartness as Wealth"
€1,560,300 Euros. Co-Principal Investigator.
Principal Investigator: Armin Beverungen.

2022-2025   Australian Research Council: "Digital Transaction Platforms in Asia",
AUD $495,310. Co-applicant.
Principal Investigator: Adrian Athique.

2020-2021   Concordia Internal Grant: "Innovation in Platform Methods."
$2000. Principal Investigator.

2019-2020   Concordia Internal Grant: "Innovation in Platform Methods."
$5000. Principal Investigator.

2019-2023   SSHRC Insight Grant: "The Platformization of Anime Media."
$221,820. Principal Investigator.

2018-2019   SSHRC Connection Grant. Title: "Then, Now, Next: The 30th Annual Society for
Animation Studies (SAS) Conference."
$24,555. Principal Investigator.

2017-2018   ARRE and Faculty of Fine Arts, Concordia University Conference Grant. Title: Society
of Animation Studies 2018 Conference: SAS@30. $7200. Principal Investigator.

2016-2017   ARRE and Faculty of Fine Arts, Concordia University Conference Grant. Title: "Media
Ecologies."
$6720. Principal Investigator.

2014-2015   ARRE and Faculty of Fine Arts, Concordia University Conference Grant. Title: "Porting
Media: Asia." $8105. Principal Investigator.

2013-2018   SSHRC Insight Grant. Title: "Selling Content Across Platforms: Discourse, Infrastructure
and Practice Within Transnational Media Industries"
$212,585. Principal Investigator.

2012-2015   ARTHEMIS: Advanced Research Team on History and Epistemology of Moving Image
Study. Dr. Martin Lefebvre, Concordia University, Principal Investigator.
$571,746. Co-applicant.

2010-2013   FQRSC Établissement de nouveaux professeurs-chercheurs grant. Title: La combinaison
des médias, ou l'art de complexifier la synergie médiatique au Japon."
$39,600. Principal Investigator.

2009-2010   Faculty Research Development Fund, Concordia University.
$15,000. Principal Investigator.

FELLOWSHIPS

2015-2016	Japan Foundation	Japanese Studies Fellowship (3 months)
2008-2009	SSHRC / McGill	SSHRC Postdoctoral Fellowship at McGill University
2007-2008	Brown University	Graduate School Dissertation Completion Fellowship
2004-2005	Brown University	Graduate Fellowship to participate in Postdoctoral Seminar, Pembroke Center for Teaching and Research on Women
2004-2007	SSHRC	Social Sciences and Humanities Research Council of Canada (SSHRC) 3-year Doctoral Fellowship
2003-2004	Brown University	Joukowsky Presidential Fellowship

AWARDS AND HONOURS

2019	Concordia University Research Fellow Award for 2019-2020
2018	Society of Cinema and Media Studies, Best Essay in an Edited Collection, Honorable Mention for: Alexander Zahlten, "1980s Nyū Aka: (Non)Media Theory as Romantic Performance," in *Media Theory in Japan*, eds. Marc Steinberg and Alexander Zahlten (Durham, NC: Duke University Press, 2017), 200-220.
2017	*Asiascape: Digital Asia* Best Research Article Prize 2017 for "Genesis of the Platform Concept: iMode and Platform Theory in Japan" in *Asiascape: Digital Asia* 4(3) (2017), 184-208.
2015	Japan Society for Animation Studies Book Prize for *Naze Nihon wa "media mikkusu suru kuni" nanoka / Why is Japan a "Media Mixing Nation"?* and *Anime's Media Mix*
2014	ITRA-BTHA Book Prize (Senior Prize), The International Toy Research Association for *Anime's Media Mix*.
1999	Japan Studies Prize, McGill University
1997-1998	AIEJ/Kwansei Gakuin Association of International Education Japan (AIEJ) Scholarship

PUBLICATIONS

Books

The Convenience Story: The Global Travels of the Japanese Convenience Store (in progress).

Media and Management (co-authored with Rutvica Andrijasevic, Julie Yujie Chen, and Melissa Gregg), Minneapolis: University of Minnesota Press and meson press, 2021. 104 pp. (Open Access version available here).

The Platform Economy: How Japan Transformed the Consumer Internet, Minneapolis: University of Minnesota Press, 2019. 297 pp.

『なぜ日本は〈メディアミックスする国〉なのか』 *Naze Nihon wa "media mikkusu suru kuni" nanoka* / Why is Japan a "Media Mixing Nation"?), translation by Nakagawa Yuzuru, supervised by Ōtsuka Eiji. Tokyo: Kadokawa E-Pub/Kadokawa Gakugei Shuppan, 2015. Revised and expanded translation of *Anime's Media Mix.* 398 pp.

> -Awarded the Japan Society for Animation Studies Book Prize for 2015 (along with *Anime's Media Mix*).

Anime's Media Mix: Franchising Toys and Characters in Japan, Minneapolis: University of Minnesota Press, 2012. 314 pp.

> -Awarded the ITRA-BTHA Prize (Senior Prize) from the International Toy Research Association for 2014.
> -Awarded the Japan Society for Animation Studies Book Prize for 2015 (along with *Why is Japan a "Media Mixing Nation"?*).
> -Italian translation published from Tunué in 2019.

Edited Collections & Journal Special Issues

In/Convenience: Inhabiting the Logistical Surround (co-edited with Joshua Neves) (Amsterdam: Institute of Network Cultures, forthcoming 2024).

Media Mix, special issue of the journal *Mechademia: Second Arc* (November 2023).

Media Power in Digital Asia: Super Apps and Megacorps, co-edited with Rahul Mukherjee and Aswin Punathambekar, special issue of the journal *Media, Culture, and Society* (November 2022).

Yasuda, Hitoshi, and Ryō Mizuno. 2018. *"Rōdosu-tō senki" to sono jidai: Reimeiki Kadokawa media mikkusu shōgenshū* ["Record of Lodoss War" and Its Era: Testimony Collection of Kadokawa's Media Mix Dawn]. Edited by Marc Steinberg, Eiji Ōtsuka, Kanta Tanishima, and Yuki Takinami. Tokyo: Kadokawa.

Media Theory in Japan, co-edited with Alexander Zahlten, Duke University Press, 2017. 432 pp.

Society of Cinema and Media Studies, Best Essay in an Edited Collection, Honorable Mention for: Alexander Zahlten, "1980s Nyū Aka: (Non)Media Theory as Romantic Performance," in *Media Theory in Japan*, eds. Marc Steinberg and Alexander Zahlten (Durham, NC: Duke University Press, 2017), 200-220.

Regional Platforms, co-edited with Jinying Li, special issue of the journal *Asiascape: Digital Asia* 4(3), Fall 2017.

Peer Reviewed Essays

"Platform capitalisms and platform cultures" (first author; co-authored with Lin Zhang and Rahul Mukherjee), *International Journal of Cultural Studies*, January 2024.
https://doi.org/10.1177/13678779231223544

"Introducing the Media Mix" in *Mechademia: Second Arc*, special issue on the media mix, Volume 16, number 1 (November 2023), p.1-11. https://muse.jhu.edu/pub/23/article/910015

THE CONVENIENCE STORE REVOLUTION: COMPUTER NETWORKS, LOGISTICS, AND THE REINVENTION OF RETAIL IN JAPAN. *AoIR Selected Papers of Internet Research*.
https://doi.org/10.5210/spir.v2023i0.13496

"Media and Power in Asia: Super Apps and Megacorps" (first author; co-authored with Rahul Mukherjee and Aswin Punathambekar), introduction to *Media, Culture & Society* special issue, November 2022.
https://doi.org/10.1177/01634437221127805

"From Automobile Capitalism to Platform Capitalism: Toyotism as a Prehistory of the Digital Economy" *Organization Studies* 43:7: 1069-1090 (July 2022)
https://journals.sagepub.com/doi/10.1177/01708406211030681#
        -Chinese translation in 国外社会科学前沿 (*Journal of International Social Sciences*), 2024 年第 6 期

"Automobile Platform Capitalism: A Vehicular History of the Digital Economy." *AoIR Selected Papers of Internet Research*, *2020*. https://doi.org/10.5210/spir.v2020i0.11337

"LINE as Super App: Platformization in East Asia" in *Social Media + Society* 6(2) (June 2020)
https://doi.org/10.1177/2056305120933285 (invited contribution)

"Media Mix Mobilization: Social Mobilization and Yo-Kai Watch" in *Animation: An Interdiscplinary Journal* (2017) 12(3): 244-258. (Invited contribution)

"Genesis of the Platform Concept: iMode and Platform Theory in Japan" in *Asiascape: Digital Asia* 4(3) (2017), 184-208.
        -Recipient of the *Asiascape: Digital Asia* Best Research Article Prize 2017

"Introduction: Regional Platforms" (co-written with Jinying Li) in *Asiascape: Digital Asia* 4(3) (2017).

"8-Bit Manga: Kadokawa's *Madara*, or, The Gameic Media Mix," *Kinephanos*, Vol 5, Issue 1 (December

2015) (Invited contribution)

"McLuhan's World, Or, Understanding Media in Japan," in *Journal of Visual Culture*, Special Issue: "Marshall McLuhan's *Understanding Media* at 50," 13:1 (April 2014) (Invited contribution), 97-99.

"Copying Atomu," *Mechademia 8* (January 2014) (Invited contribution), 127-136.

"Condensing the Media Mix: *Tatami Galaxy*'s Multiple Possible Worlds," in the *Canadian Journal of Film Studies*, Fall 2012, 71-92.

"Inventing Intervals: The Digital Image in *Metropolis* and *Gankutsuō,*" in *Mechademia 7* (2012), 3-22.

"Ōtsuka Eiji and Narrative Consumption: An Introduction to 'World and Variation,'" in *Mechademia 5* (2010), 99-104.

"A Vinyl Platform for Dissent: Designer Toys and Character Merchandising" in *Journal of Visual Culture* 9:2 (2010), 209-228.

"Anytime, Anywhere: Tetsuwan Atomu Stickers and the Emergence of Character Merchandising," *Theory, Culture & Society* 26:2-3 (2009), 113-138.

"Immobile Sections and Trans-series Movement: *Astroboy* and the Emergence of *Anime*," *Animation: An Interdisciplinary Journal* 1:2 (2006), 190-206.

"*Otaku* Consumption, Superflat Art, and the Return to Edo," *Japan Forum* 16:3 (2004), 449-471.

"The Trajectory of Apocalypse: Pleasure and Destruction in *Akira* and *Evangelion*" *East Asia Forum*, Volume 8/9 (1999/2000), 1-31.

Peer Reviewed Book Chapters

"In Convenience" (co-authored with Joshua Neves), in *In/Convenience: Inhabiting the Logistical Surround* (Amsterdam: Institute of Network Cultures, forthcoming 2024).

"Kanban" in *Proof of Stake: Claims to Technology. A Book of Organizational Objects*, ed. Simon Denny, Bettina Steinbrügge, Robin Holt, Claus Pias and Timon Beyes. (Lenz Press, 2023)

"AbemaTV: Japanese Broadcast Television Enters the Streaming Era" in *From Networks to Netflix*, edited by Derek Johnson (Routledge 2022).

"Pandemic Platforms: How Convenience Shapes the Inequality of Crisis" (with Joshua Neves), in *Pandemic Media: Preliminary Notes Towards an Inventory*, ed. Laliv Melamed, Philipp Dominik Keidl, Vinzenz Hediger and Antonio Somaini. Meson Press, 2020. https://pandemicmedia.meson.press/chapters/space-scale/153-2/

"Managing the Media Mix: Industrial Reflexivity in the Anime System," in *Transmedia Storytelling*

in East Asia: The Age of Digital Media, edited by Dal Yong Jin (Routledge, 2020).

"Delivering Media: The Convenience Store as Media Mix Hub" in *Point of Sale: Analyzing Media Retail*, edited by Derek Johnson and Daniel Herbert (Rutgers University Press, 2019).

"Otaku Pedestrians" (co-written with Edo Ernest dit Alban), in *Wiley Companion to Media Fandom and Fan Studies*, edited by Paul Booth. (Oxford, UK: Wiley Pub) (Wiley-Blackwell 2018).

物流するメディア：メディアミックス・ハブとしてのコンビニエンスストア　(Distributing Media: The Convenience Store as Media Mix Hub) in ポスト情報メディア論・*Post Information Media Studies*, ed. Okamoto Ken and Matsui Hiroshi (Nakashimaya: 2018).

"La mobilization de l'enfant dans le *media mix Yo-Kai Watch*" in Gilles Brougère and Sébastien François, eds. *L'enfance en conception(s): Comment les Industries Culturelles S'addressent-elles aux enfants?* (Bruxelles: Peter Lang, 2018), 153-178.

「メディアミックスによる動員—総動員と妖怪ウォッチ事変」(Media Mix and Mobilization: Total Mobilization and the Yo-kai Watch Incident) in Ōtsuka Eiji ed., *Dōin no media mikkusu* (Kyoto: Shibunkaku, 2017), 13-28.

"Condensing the Media Mix: *Tatami Galaxy*'s Multiple Possible Worlds," in *Japanese Popular Culture Reader*, ed. Alisa Freedman and Toby Slade (London: Routledge, 2017).

"Platform Producer Meets Game Master: On the Conditions for the Media Mix," in *World Building: Transmedia, Fans, Industries*, ed. Marta Boni (Amsterdam University Press, 2017), 143-163.

"Converging Contents and Platforms: Niconico Video and Japan's Media Mix Ecology" in *Asian Video Cultures*, ed. Joshua Neves and Bhaskar Sarkar (Duke University Press, 2017), 91-113. (*Collection is winner of the Society of Cinema and Media Studies, Best Edited Collection Award, 2019)

"McLuhan as Prescription Drug: Actionable Theory and Advertising Industries," in *Media Theory in Japan*, ed. Marc Steinberg and Alexander Zahlten (Duke University Press, 2017), 131-150.

"Introduction" (co-written with Alexander Zahlten) in *Media Theory in Japan*, ed. Marc Steinberg and Alexander Zahlten (Duke University Press, 2017), 1-29.

"Realism in the Animation Media Environment: Japanese Debates Around Manga, Anime, and Videogames," *Animating Film Theory*, ed. Karen Beckman (Duke University Press, 2014), 288-300.

「デジタル・イメージの諸次元—『メトロポリス』と『巌窟王』におけるアニメ化された空間とイメージ」 / "The Dimensions of the Digital Image: Animated Spaces and Image Architectures in *Metropolis* and *Gankutsuô*" in『日本映画は生きている 第6巻：アニメは越境する』 *Nihon eiga wa ikiteiru, Vol. 6: Anime wa ekkyou suru* (Iwanami Press, 2010).

Non-peer Reviewed

Neves, Joshua, and Marc Steinberg. "The cultural politics of in/convenience." GEM Lab In-Progress series (2023). https://www.globalemergentmedia.com/in-progress/the-cultural-politics-of-in%2Fconvenience

「プラットフォーム資本主義とメディア表現」in 『メディア論、メディア表現とファン文化報告書』 *MANGAlabo 7 Workshop: Report* (Mar 2021) http://doi.org/10.15055/00007680

"Review of INTERPRETING ANIME. *By Christopher Bolton*" in *Pacific Affairs* (June 2020).

"Review of *The Anime Ecology: A Genealogy of Television, Animation, and Game Media,*" *The Communication Review* (October 2018)

"Configuring Media Theory" invited contribution to *Media Theory* 1(1) Fall 2017 (http://journalcontent.mediatheoryjournal.org/index.php/mt/article/view/18)

"The Uneven Development of Pokemon GO" in Japanese as "Pokémon GOの不均等な発展" in Eureka/ユリイカ (February 2017), 57-63.

"Review: Mitsuyo Wada- Marciano, *Japanese Cinema in the Digital Age*" (Book Review), *Pacific Affairs,* December 2013 (Volume 86, No. 4).

"'Media Mix is Anime's Life Support System': A Conversation with Ian Condry and Marc Steinberg," interview with Henry Jenkins on his blog, http://henryjenkins.org/#sthash.Qla6iMzQ.dpuf

「座談会：日本アニメのメディア・エコロジー」/ "Zadankai: Nihon anime no media ecology"

Roundtable Discussion: Japanese anime's media ecology), with Marc Steinberg, Alexander Zahlten and Takeshi Kadobayashi, in *Repre*, vol. 18 (2013), http://repre.org/repre/vol18/special/round-table1.php

"Mulling Things Over," 4-part series of blog posts around *Anime's Media Mix* for University of Minnesota Press Blog (April 18, 2012 – May 18, 2012).

"Review of *Otaku: Japan's Database Animals*, by Azuma Hiroki," in *Mechademia*, online review section (http://mechademia.org/reviews/marc-steinberg-review-of-otaku/) (August 2011).

"Review: Steven T. Brown (ed.), *Cinema Anime: Critical Engagements with Japanese Animation*"(Book Review), *Animation: An Interdisciplinary Journal*, 2:2 (July 2007), 203-206.

"Building Perceptions: Media Architecture and the Hypersurface Experience," *Parachute*, 113 (2004), 128-137.

"Characterizing a New Seriality: Murakami Takashi's DOB Project" *Parachute*, 110 (2003), 90-109.

"Facing Deformation: Character-commodities, Murakami Takashi, and our Posthuman Condition,"*Orientations: Transcultural Perspectives on Asia*, 5 (2003), 118-131.

Translations

Ōtsuka Eiji, "The Wartime Media Mix and Participatory Fascism as the Internalization of an Information Space: Thinking Through *The Imperial Assistance Family* and *Momotarō: Sacred Sailors*," co-translated with Brian Bergstrom, for *Mechademia: Second Arc*, November 2023.

Ryoko Misono, "Critical Media Imagination: Nancy Seki's TV Criticism and the Media Space of the 1980s and 1990s," co-translated with Ryoko Misono and Edmond Ernest dit Alban in *Media Theory in Japan*, ed. Marc Steinberg and Alexander Zahlten (Duke University Press, 2017), 221-249.

Ōtsuka Eiji, "World and Variation: The Reproduction and Consumption of Narrative" in *Mechademia 5* (2010), 104-116.

Azuma Hiroki, "The Animalization of Otaku Culture" (co-translated with Yuriko Furuhata), in *Mechademia 2: Networks of Desire* (2007), 175-188.

Matsumoto Taiyō, "At the End of a Day When Nothing Began," *Orientations: Transcultural Perspectives on Asia*, 3 (2001), 26-37.

Platform Lab Publications

"Super Apps: A Platform Lab Report" edited by Jake Pitre, September 2022.

"Anime Streaming Platform Wars" edited by Aurélie Petit, January 2022.
(reviewed by *Cartoon Brew* and *All the Anime*)

Public Appearances: News and Other

Martin Patriquin, "How Couche-Tard got an early start in convenience," *The Logic*, August 26, 2024. https://thelogic.co/news/quebec-ink/couche-tard-convenience-early-start/

"AI helps legacy live on for 'god of manga' Osamu Tezuka" in *Nikkei Asia*, March 17, 2024. https://asia.nikkei.com/Life-Arts/Arts/AI-helps-legacy-live-on-for-god-of-manga-Osamu-Tezuka

"Anime is surging in popularity. Could it steer streamers toward international content during the Hollywood strikes?" in *The Current*, July 26, 2023. https://www.thecurrent.com/anime-streamers-international-content-hollywood-strikes-crunchyroll-animayhem

"Artists across Asia dream of becoming digital sticker millionaires" in *Rest of World,* January 11, 2022. https://restofworld.org/2022/artists-dream-of-becoming-digital-sticker-millionaires/

Anime's Media Mix: How Franchises become Narratives on Pause and Select, YouTube channel: https://www.youtube.com/watch?v=LbXS-8je62M&t=234s

"L'attaque des Titans et la guerre des géants de la diffusion en ligne pour les animes" Radio-Canada, February 3, 2021. https://ici.radio-canada.ca/nouvelle/1767855/attaque-des-titans-diffusion-en-ligne-netflix

CONFERENCE ORGANIZATION

In/Convenience: A Conference, co-organized with Joshua Neves, The GEM Lab and The Platform Lab, April 21-22, 2022.

Platform Problems Workshop, co-organized with Stefanie Duguay, Platform Lab and DiGS Lab, March 11, 2021.

Media Production as Media Theory Workshop, Concordia University and International Research Center for Japanese Studies co-organized with Álvaro David Hernández Hernández (International Research Center for Japanese Studies), and Eiji Ōtsuka (International Research Center for Japanese Studies), February 1-2, 2019.

Society of Animation Studies Annual Conference 2018: Then | Now | Next, co-organizer and principal investigator for ARRE and SSHRC grants, Concordia University, June 18-21, 2018.

Porting Media II, co-organizer, Concordia University, October 12-14, 2017.

Media Ecologies, co-organizer and principal investigator for workshop grants, Concordia University and McGill University, December 1-3, 2016.

Porting Media: Asia, co-organizer and principal investigator for workshop grants, Concordia University, May 15-17, 2015.

SCMS Conference: Montreal local organizing committee, March 25-29, 2015.

Media Theory in Japan, co-organized between Harvard University and Concordia University, held at Harvard University, November 15-16, 2013.

Practices of World Building: Fans, Industries, Media Fields, Concordia University, June 6-7, 2013, Scientific Committee.

Experiencing the Media Mix, President's Conference Series, Concordia University, February 4-6, 2012.

THE PLATFORM LAB EVENTS

"Platform Capitalisms: A Conversation between Adrian Athique and Lin Zhang," May 3, 2023.

"*Platforms & Cultural Production* Author Roundtable" with Brooke Erin Duffy, David B. Nieborg, and Thomas Poell, March 30, 2023.

Dr. Jathan Sadowski, "The Internet of Landlords," a discussion moderated by Jake Pitre and Marc Steinberg, February 10, 2022.

Dr. Seyram Avle, "Chinese Smartphones in Africa: Hardware, Data, and Transnational Business Infrastructures in the Platform Era," January 27, 2022.

A Tumblr Book Roundtable, with editors Allison McCracken (DePaul), Alexander Cho (UC Santa Barbara), Louisa Stein (Middlebury) & Indira Neill Hoch (Concordia College), moderated by Jake Pitre. April 23, 2021.

A Conversation on Everyday Movies: Portable Projectors & American Culture, with Marsha Gordon, Rick Prelinger, and Haidee Wasson. April 2, 2021.

Platform Problems Workshop, co-organized with Stefanie Duguay, Platform Lab and DiGS Lab, March 11, 2021.

INVITED LECTURES & KEYNOTE LECTURES

"From Automobile Capitalism to Platform Capitalism: Revisiting Toyotism," invited lecture at the Oxford Internet Politics & Policy Conference 2024, January 27, 2024.

"Streaming Convenience: A View From the Japanese Convenience Store," invited lecture at the *Squid Game:* Streaming TV in the Platform Era conference at University of Chicago, November 10-11, 2023.

"From Convenience Stores to Digital Streaming: Towards a Global Analysis of Lean Convenience" invited lecture at Platformes et Usages conference at Université de Montréal with Paris 3 – Sorbonne Nouvelle, November 2-4, 2023.

"Japanese Convenience Stores as the Internet of the 1990s" invited lecture at Turning Points: The Long 1990s, Symposium at University of Pennsylvania, Philadelphia, October 16 & 17, 2023.

"Smartness as Convenience" presentation at "Smartness as Wealth" Workshop, Hanover, Germany, October 2-3, 2023.

"Platform Capitalisms, Platform Cultures" short presentation and discussion of the paper (co-written with Lin Zhang and Rahul Mukherjee) for the "Global Perspectives on Platforms & Cultural Production" Workshop in Amsterdam, June 29-30, 2023.

"Automobile Lineages of the Platform Economy," keynote presentation at Digital Platforms for Transformative Urban Mobility conference, Dresden, Germany, April 27, 2023.

"What Counts as Media Today," Media Boundaries Roundtable Discussion, Ritsumeikan University, Kyoto, Japan, January 10, 2023.

"Platform Energetics: Automobilities, Screens, and Energy Systems," Invited talk, Screens and Energy Symposium, Nagoya University, January 7, 2023.

"Super Apps and Megacorps," invited discussion at the Global Digital Cultures Soirée, Amsterdam University, October 31, 2022.

"From the Convenience Store to Netflix: Tracing a Lineage of 'Lean Convenience,'" keynote lecture at Platforms and the Moving Image Symposium, Goethe University, Frankfurt, Germany, October 29, 2022

"From Just-In-Time to On-Demand: A Manufacturing History of Convenience," invited lecture at Brown University, April 11, 2022.

"From Just-in-Time to On-Demand," invited lecture at Penn State, April 7, 2022.

Discussion of *Media and Management* at LaborTech, March 24, 2022.

"Platform Worlds: From Gaming to the Platform Economy in Japan," invited lecture at University of Pittsburgh, "Asia Pop" speaker series, March 23, 2022.

"In Convenience" (with Joshua Neves) invited workshop at Leuphana University, Luneburg, Germany November 30th, 2021.

"From Just-In-Time to On-Demand: A Manufacturing History of Streaming Video and its Conveniences" invited lecture at Nanyang Technological University (Singapore) and Lingnan University (Hong Kong), October 29, 2021.

"*The Platform Economy*, a discussion between Marc Steinberg and Jack Qiu" at Department of Communications and New Media, National University of Singapore, July 12, 2021.

"Platformed Convenience: How Convenience Stores Built the Platform Economy" invited lecture at Michigan State University, April 15, 2021.

"Japan's Platform Economy" invited discussion in Prof. Hoyt Long's "Media, History, East Asia" class, University of Chicago, March 9, 2021.

"Convenient Media, Convenient Japan," invited Kempf Fund Lecture for the Department of East Asian Languages and Literatures, Yale University, March 2, 2020.

"16 Propositions on the Value of Anime Studies," keynote lecture for "Waseda Anime Symposium: Theorizing Anime: Invention of Concepts and Conditions of Their Possibility," Waseda University, Tokyo, Japan, November 17, 2019.

"Platform Worlds," invited lecture at Leuphana University, Luneburg, Germany, October 30, 2019.

"Producing Intimacy: Characters and/as Mobile Media," keynote lecture for "Emotional Attachment

to Machines: New Ways of Relationship-Building in Japan," Freie Universität Berlin, October 26, 2019.

"The Platform Economy and Chat Apps," invited lecture at Dickinson College, Pennsylvania, October 3, 2019.

"Platform Capitalism and Media Expression" /「プラットフォーム資本主義とメディア表現」 invited lecture at the Nichibunken International Research Center for Japanese Studies, Kyoto, Japan, August 5, 2019.

"From Japanese Platform Theory to Platform Capitalism" /「日本のプラットフォーム理論からプラットフォーム資本主義へ」invited lecture at Yokohama National University, July 31, 2019.

"The Platform Economy and Japan," invited research talk at the Platform Literacy Research Group, Tokyo University, July 30, 2019.

"From Japanese Platform Theory to Platform Capitalism" invited lecture at the Research Institute of Information Technology and Management, Waseda University, July 26, 2019.

"Delivering Media Franchises: The Convenience Store as Media Mix Hub," invited lecture at the Comics/Games: Aesthetic, Ludic, and Narrative Strategies Conference, November 5-7, 2018, at Schloss Herrenhausen in Hanover, Germany

"LINE and the Platformization of Visual Culture" invited workshop presentation at The Platformization of Cultural Production Workshop, University of Toronto, October 7-8, 2018.

"How Convenience Stores Make Fans: On Retail, Fandoms, and the Media Mix," keynote lecture at Mechademia Conference, Minneapolis, USA, September 28, 2018.

"The Transmedia Experience in Japan," keynote lecture at the Jornada Internacional GEMInIS (JIG 2018): Entretenimento Transmídia para Multiplataformas, Sao Paolo, Brazil, August 30, 2018 (Skype presentation).

"Delivering Toys: The Convenience Store as Media Mix Hub," keynote lecture at the International Toy Research Association (ITRA), Paris, France, July 13, 2018.

"Delivering Media: The Convenience Store as Media Mix Hub," invited lecture at the "Adaptation, Or, How Media Relate in Contemporary Japan" Symposium, Norwich, England, June 8, 2018.

"Delivering Media: The Convenience Store as Media Mix Hub," invited lecture at the Medium/Environment Conference, at University of California Berkeley, April 27-28, 2018.

"Delivering Media: The Convenience Store as Media Mix Hub," keynote lecture at the 8th International Child and Teen Consumption Conference, Angoulême, France, April 4-6, 2018.

"Media Reflexivity Post-X," invited lecture at "Post-X Politics," Leuphana University of Luneburg, November 23, 2017.

「Media Theory in Japan---60 年代における マクルーハン理論の受容をめぐって / Media Theory in Japan: On the Reception of McLuhan's Theory in the 1960s」invited lecture at Nichibunken International Research Center for Japanese Studies, Kyoto, Japan, November 4, 2017.

"Platform Mediation: Standards of the Global-Popular," invited lecture at University of California, Santa Barbara, November 12, 2016.

"What is Platform Theory?" Invited lecture at King's College London, October 17, 2016.

「アニメーションによる身体性」/ "Animation and the Body" keynote symposium at the Japan Society for Animation Studies, Annual Conference, Niigata, Japan, June 12, 2016.

"Media Theory in Japan and the McLuhan Incident," invited lecture at Film Theory in Media History: "Nodes" and "Edges," International Symposium 2016, Shanghai, China, June 5, 2016.

"Media Mix Mobilization," keynote lecture at the Objets et Médias de l'Enfance International Conference, Paris, France, May 17th, 2016.

"Media Ecosystems and the Platform Concept," invited lecture at Wolf 2016 Conference: Circulation, University of Pennsylvania, Philadelphia, April 16, 2016.

"Genesis of the Platform Concept: iMode and 'Platform Business' in Japan" invited lecture at University of California, Berkeley, March 10, 2016.

"Genesis of the Platform Concept," invited lecture at the Weatherhead East Asian Institute, Columbia University, New York, March 4, 2016.

「プラットフォーム概念の起源や創始について」/ "On the Origins and Genesis of the Platform Concept," invited lecture, University of Tokyo, Japan, December 25, 2015.

「キャラクター表現の物質性：モノがつなぐ人とメディア」/ "Japanese Character Merchandising and its Materiality" keynote lecture at the Japanese Association for Contents History Studies, Tokyo, Japan, November 28, 2015.

「メディアミックス研究入門 」/ "An Introduction to the Study of the Media Mix," lecture at Senshū University, Tokyo, Japan, November 25, 2015.

"Platform Imperialism, the Highest Stage of Capitalism? Reflections on the KADOKAWA-Dwango Merger and the User-Generated Media Mix" lecture the University of Erlangen-Nuremberg, Germany, June 3, 2015.

"Porting Media: Towards a New Vocabulary for Media Mobility in Asia," keynote panel lecture, *Memory, Moment, and Mobility in East Asia: East Asian Languages and Cultures Graduate Student Conference*, University of Southern California, April 11, 2015.

"Towards A Contents-Platform Conglomerate? The KADOKAWA-Dwango merger, NicoNico Video and the User-Generated Media Mix," lecture at the Terasaki Center, University of California, Los Angeles, April 9, 2015.

「メディアミックス研究入門：シールからプラットフォームへ」日本アニメーション・まんが研究、国際日本文化研究センター / "An Introduction to the Study of the Media Mix: From Stickers to Platforms," invited lecture at the Nichibunken International Research Center for Japanese Studies, Kyoto, Japan, March 13, 2015.

"Limited Animation as Platform for Participation: On Niconico Douga and the Kagerou Project," invited lecture at *Full ou limited? La qualité de l'animation à la television, entre économie et esthétique* at the Sorbonne Nouvelle, Paris, November 6, 2014.

Coordinator, event programmer and invited speaker at the *Kadokawa Culture Promotion Foundation Media-Content Research Project and University of Tokyo Media Mix Summer Program*, July 14 to July 26, 2014.

"Toys as Media," keynote lecture (via Skype) at the International Toy Research Association, on the occasion of receiving the ITRA – BTHA Prize (Senior Prize) for *Anime's Media Mix*, July 24, 2014.

"Understanding the Media Mix," keynote lecture at *LA AX: Los Angeles Anime Expo*, July 3, 2014.

「メディアミックスの４段階」/ "Four Phases of the Media Mix," (Japanese) keynote lecture and discussion with Dwango Chairman Kawakami Nobuo, at *The Past and the Future of the Media Mix*, symposium at the University of Tokyo, March 11, 2014.

"Platform Dominance, Contents Strategies," ARTHEMIS invited lecture, Concordia University, February 7, 2014.

"Anime and the Media Mix," invited lecture at the *Montreal Otakuthon*, August 17, 2013.

"Anime and the Media Mix," invited lecture at the Japan Foundation Toronto, July 22, 2013

「メディアミックスからメディアコンテンツへ」 "From Media Mix to Media Contents," invited lecture at Kobe Design University, Kobe, Japan, June 19, 2013.

"Introduction to Ōtsuka Eiji's *Monogatari shōhiron kai*" invited presentation at workshopReischauer Institute of Japanese Studies, Harvard University, May 3, 2013.

"Contents and Platforms," invited lecture at NYU, April 18, 2013.

"Japanese Digital Media Discourse and the Rise of Media 'Contents,'" invited lecture at Reischauer Institute of Japanese Studies, Harvard University, February 22, 2013.

"What Happened to the Media Mix? Or, On the Rise of 'Contents' in Japan," invited lecture at Duke University, February 11, 2013.

"McLuhan in Japan: Media Content and Advertising Practice," invited lecture at Toronto Film Seminar, January 18th, 2013.

"Between Environment and World: Japanese Media Theory of the 2000s," invited presentation at *Workshop on Recent Media Theory in Japan*, Department of East Asian Languages and Civilizations (EALC), Harvard University, March 22, 2012.

"The Media Mix Imagination: *Yojôhan shinwa taikei*'s Multiple Possible Worlds," invited lecture at *The Second International Convention on Manga, Animation, Game and Media Art (ICOMAG),* Tokyo, March 3, 2012

"Media Mix as Experience," lecture at *Experiencing the Media Mix: Anime, Manga, Video Games*, Concordia University, February 5th, 2012

"Anime Studies in North America," invited lecture at Kobe Art University, Kobe, Japan, December 21, 2011.

"Environment Theory: Animation Cultures and New Media in Japan" invited lecture at the *The Impact of Technological Innovations on the Theory and Historiography of Cinema*,   November 1-6, 2011.

"From Narrative Marketing to Narrative Worlds" invited lecture at the *Symposium on Borderlessness and Youth Culture in Modern Japan*, McGill University, October 15, 2010.

"From Murakami Takashi to Designer Toys: Character Merchandising and Art" in "Mass Culture Postwar Japan" course, McGill University, October 4, 2010.

"Anime, Figurine, Art," invited lecture at *Comics, Japanese Popular Culture and Contemporary Art Symposium*, Concordia University, March 13th, 2009.

"Japanese Animation and Character Merchandising," keynote lecture at *University of Chicago's Anime Convention*, January 31st, 2009.

CONFERENCES and ACADEMIC WORKSHOPS

"The Convenience Store Revolution: Computer Networks, Logistics, and the Reinvention of Retail in Japan" at the Association for Internet Researchers Conference, Philadelphia, October 21, 2023.

"Franchising Social Reproduction: Japanese Convenience Stores as Para-Platforms" presentation in the "Platforms and Para-Platforms: Sites of Social Reproduction" panel I organized and chaired at the Global Perspectives on Platforms, Labor, and Social Reproduction conference in Amsterdam, June 28, 2023.

"Super Apps and Megacorps: Jio and SoftBank" at the Global Perspectives on Platforms and Cultural Production conference in Amsterdam (Panel Co-Chair with Rahul Mukherjee), June 2, 2022.

"Japan's streaming platform landscape and the case of AbemaTV" at the International Communications Association annual conference, Paris, France, May 27, 2022.

"In Convenience: The Politics of Convenience in the On-Demand Economy," at the Society for Cinema and Media Studies Annual Conference, March 31, 2022.

"Platforms and Just-in-Time Migration" at the Migrant Belongings: Digital Practices and the Everyday Conference, Utrecht University, April 22, 2021.

"On the Value of Anime Studies for Chinese Animation Studies" at the the inaugural conference of the Association for Chinese Animation Studies (ACAS), Hong Kong University of Science and Technology, Hong Kong, April 12, 2021.

Respondent for "Technology and the Human "Touch": Histories of Automation and Interconnection in Japan" panel at the Association for Asian Studies, March 23, 2021 (panel organized by Dr. Diane Wei Lewis).

"Transmedia and Convenience Stores" at the Society for Cinema and Media Studies Annual Conference, March 20, 2021.

Respondent for "Technology and the Human "Touch": Histories of Automation and Interconnection in Japan" panel at the Midwest Conference on Asian Affairs, October 17, 2020 (panel organized by Dr. Diane Wei Lewis).

"Automobile Platform Capitalism: A Vehicular History of the Digital Economy." Association of Internet Researchers 2020 Conference (virtual), October 2020.

"J is for Media Mix: JRPG and the Ludo Mix" at the Digital Games Research Association (DiGRA) annual conference, Kyoto, Japan, August 9, 2019.

"Between Media Mix and Franchising Theory: A Workshop on the Theoretical Worlds of Transmedia Production," workshop member, at the Digital Games Research Association (DiGRA) annual conference, Kyoto, Japan, August 6, 2019.

"From Car Platforms to Internet Platforms: Toyotism, Japanese Organizational Theory, and Platform Capitalism" at the Organization Studies Annual Conference, Mykonos, Greece, May 23, 2019.

"Streaming Contents, Streaming Comments: Niconico Video and the Paid Subscription Model," at the Society for Cinema and Media Studies Annual Conference, Toronto, Canada, March 15, 2018.

"From World Style to World Theory: On the Limits of *Sekai-kei*," Inter Asia Cultural Studies, Seoul, Korea, July 29, 2017.

Chair, panel at "East Asian Media Studies Conference," Harvard University, May 7, 2017.

"To What Ends Theory?" "Media Theory" Workshop at SCMS, Chicago, March 24, 2017.

"Management Theory and the Ecosystem Concept," *Workshop on Media Ecologies*, Concordia University, Montreal, December 3, 2016.

"The Genesis of the Platform Concept: iMode and "Platform Business" in Japan," *Platform Society*, conference, Oxford Internet Institute, Oxford University, Cambridge, September 23, 2016 (Chair of panel).

"On LINE WeChat: Regional Platforms and Visual Culture," *Society for Cinema and Media Studies Annual Conference*, Altanta, Georgia, April 3, 2016 (Chair of panel).

"Im-Portable Media," *Porting Media: Asia*, workshop, Concordia University, May 17, 2015.

"Platform Dominance, Contents Strategies: Japanese Media Industries and the State of Transmedia," *Society for Cinema and Media Studies Annual Conference*, Montreal, March 29, 2015.

"Platform Dominance, Contents Strategies," *Media Crossings Workshop*, McGill University, June 6, 2014.

"From World-Style to Everyday-Style, Or, How Some Genres Cross Platforms Better Than Others," *Society for Cinema and Media Studies Annual Conference*, Chicago, March 8, 2013 (Chair of panel).

"What is a World? Or, is Sekai-kei Poor in World?" *Mechademia in Seoul Conference*, Seoul, November 29th, 2012.

"McLuhan in Japan: Media Theory and Advertising Practice," *Permanent Seminar on the Histories of Film Theories: Histories of Film Theories in Asia*, September 29, 2012 (Chair of panel).

"Environment Theory: Animation Cultures and New Media in Japan," *Society for Cinema and Media Studies Annual Conference*, Boston, March 22, 2012.

"What if the Female Manager of a K-On Light Music Club Read Marshall McLuhan's *Understanding Media?*" *Association for Asian Studies Annual Conference*, Toronto, March 17, 2012 (panel chair).

"The Tatami Galaxy's Multiple Media Worlds," *School Girls and Mobile Suits*, Minneapolis, Saturday October 1st, 2011.

"Media Mix and Media Transformations," *Annual Society for Cinema and Media Studies Conference*, New Orleans, March 10-13, 2011 (Co-chair of Panel).

"From Narrative Marketing to Narrative Worlds: Japanese Media and Marketing Practice from the 1980s to the Present," *Canadian Historical Association Annual Meeting*, Montreal, May 2010.

"From Marketing to Anime to Film: Developing the Media Mix," *Film Studies Association of Canada Conference*, Montreal, June 2010 (Chair of panel).

"Screens and Things: Materializing the Image in Japanese Anime," *Annual Society for Cinema and Media Studies Conference*, Los Angeles, March 2010.

"Animated Spaces and Image Architectures in Rintaro's *Metropolis* and *Gankutsuou*," *Annual Society*

for Cinema and Media Studies Conference, Philadelphia, March 2008.

Housing the Body (workshop), Society for Arts and Technology, Montreal, Québec, August 2007.

"Anytime, Anywhere: *Tetsuwan Atomu* Stickers and the Emergence of Character Marketing," *Ubiquitous Media: Asian Transformations*, Tokyo University, Tokyo, Japan, July 2007.

Dancing the Virtual (workshop), Society for Arts and Technology, Montreal, Québec, May 2006.

"The Birth of *Anime* Seriality: *Tamala 2010*'s Immanentist 'History'," *Tracing the Temporal: New Trajectories in Cultural and Intellectual History*, Cornell University, Ithaca, April 2006.

"Cel Animation Against CGI: Animated Space in Rintaro's *Metropolis*," *Second Annual Brown University Interdisciplinary Graduate Conference: Space as a Category of Analysis*, Brown   University, Providence, April 2006.

"Immobile Sections, Trans-series Movement: *Astro Boy* and the Commodity Series in Japanese *Anime*," *Annual Society for Cinema and Media Studies Conference*, Vancouver, BC, March 2006.

"*Astroboy's* Commotion: From *Anime* Motion to Commodification in Postwar Japan," *Cinema: Motion Illusion-Spectacle*, Roehampton University / NFT, London, England, November 2004.

"Superflat Metamorphosis: On Aesthetic Difference and Commodification," *Association for Asian Studies 56th Annual Meeting*, San Diego, March 2004.

"Surface, Metamorphosis, Sequence: Murakami Takashi and the Superflat*," The Eleventh Annual Graduate Student Conference on East Asia*, Columbia University, New York, February 2002.

"Refiguring the Past, Articulating the Present: Nara Yoshitomo" *University of Toronto's Second Annual East Asian Studies Graduate Students' Conference*, Toronto, Ontario, October 2001.

"Memory and Repetition in *The Wind-Up Bird Chronicle*," *University of Toronto's First Annual East Asian Studies Graduate Students' Conference*, Toronto, Ontario, October 2000.

INTERNATIONAL RESEARCH LABS/CENTERS AFFILIATIONS

The Platform Lab, Concordia University – Director.

Technoculture, Arts and Games (TAG), Concordia University

Advanced Research Team on History and Epistemology of Moving Image Study, Concordia University

The Global Emergent Media Lab (GEM), Concordia University

Media History Research Centre, Concordia University

HEXAGRAM, Concordia University

Research group on the prewar history of manga and anime at the International Research Center for Japanese Studies (Nichibunken), Kyoto, Japan.

Creative Media Research Center, Ritsumeikan University, Kyoto, Japan

The McLuhan Center, University of Toronto

TEACHING

Concordia University

Graduate:
PhD:
FMST 807: Proseminar: Platform Cultures (Winter 2024)
FMST 802: Platform Cultures (Winter 2022)
FMST 806: Media Platforms (Fall 2020)
FMST 806: Proseminar: Media Matters (Fall 2016)
FMST 801: Global Media Industries (Fall 2014)
FMST 803: Media Theory 2.0 (Winter 2013)

MA:
FMST 665: Platform Cultures (Fall 2022)
FMST 665: Animation Ecologies (Fall 2021)
FMST 665: Platforms, Media, and Management (2020)
FMST 665: Animation Ecologies (Fall 2018)
FMST 665: Managing Media (Fall 2017)
FMST 600: Methods in Film Studies (Winter 2017)
FMST 600: Methods in Film Studies (Winter 2015)
FMST 600: Methods in Film Studies (Winter 2014)
FMST 630: Media Theory (Fall 2013)
FMST 625: Global Film Industries (Fall 2012)
FMST 630: Media Theory (Winter 2011)
FMST 665: Japanese Animation (Winter 2011)
FMST 600: Methods in Film Studies (Winter 2009)

Undergraduate:
FMST 398: The Netflix Effect (Fall 2023)
FMST 320: Digital Media and Animation (Winter 2019)
FMST 422: Media Theory, Media Objects (Winter 2018)
FMST 322: Film Since 1959 (Winter 2018)
FMST 422: Transmedia (Fall 2018)
FMST 398: Anime Media Histories (co-taught with Prof Thomas Lamarre) (Fall 2017)
FMST 320: Digital Media and Animation (Winter 2017)
FMST 320: Digital Media and Animation (Winter 2014)
FMST 422: Transmedia (Fall 2014)
FMST 398: Digital Media and Animation (Winter 2012)
FMST 322: Film Since 1959 (2012-13)

FMST 322: Film Since 1959 (2011-12)
FMST 322: Film Since 1959 (2010-11)
FMST 322: Film Since 1959 (2009-2010)
FMST 322: Film Since 1959 (2009-2010)

Brown University
Teaching Fellow
MC 90: Anime and Manga: Stillness and Movement in Japanese Visual Culture (Fall 2006)

SUPERVISION

Visiting Scholar or Visiting Researcher Supervision:

Dr. Álvaro David Hernández Hernández (Research Fellow and Project Leader at the International Research Center for Japanese Studies) (January 2019 to February 2019), Visiting Scholar

Elena Altheman (MA Student from University of São Paulo, Brazil) (September 2018 to February 2019), ELAP Fellowship Visiting Scholar

PhD Supervision:

Sneha Kumar (2021~) (Co-supervision with Ishita Tiwary)

Colin Crawford (2020~) (SSHRC supported)

Jake Pitre (2019~) (SSHRC supported)

Elena Altheman (2019~)

Andre R. L. Petit (2018~) (Co-supervision with Rosanna Maule)

Aurélie Petit (2018~)

Jacqueline Ristola (2017-2022) (FQRSC supported) (Lecturer at Bristol University)

Theo Stojanov (2014~) (FQRSC supported)

Edmond Ernest dit Alban (2014-2019) (Assistant prof. Tulane University)

Jordan Gowanlock (2012-2018) (FQRSC supported)

Alain Chouinard (2011-2018) (SSHRC supported)

Kris Woofter (2010-2016) (Co-supervision with Rosanna Maule) (FQRSC supported) (Dawson College teacher)

MA Thesis Supervision:

Declan Stecher (2021-2023)

Zachary Dracek (2021-2022)

Victoria Berndt (2018-2021) (SSHRC supported)

Alexandre Vermeil Girard (2018-2020) (SSHRC and FQRSC supported)

Cole Armitage (2018-2020) (SSHRC supported)

Colin Crawford (2018-19) (SSHRC supported)

David Leblanc (2017-2018)

Oslavia Linares Martinez (2016-19)

Ben Browning (2013~2015)

Philippe Bédard (2013~2015)

Jordan Kaufmann (2012-2013)

David Demers (2012-2013)

Edward Tarabay (2010-2013)

PhD Committees (External to Concordia)

Matthew Poulter (Toronto Metropolitan University) (2021-2022)

Zachary Winchcombe (McGill University) (2021~)

PhD Committees
Marie Matraire
Katie Armstrong
Annie Harrisson
Rebecca Holt
Beatriz Bartolomé

PhD Thesis Defense
Natalie Greenberg (2023)
Will Fech (Fall 2021)
Edmond Ernest dit Alban (Fall 2019)
Weixian (Hannah) Pan (Summer 2019)
Philipp Keidl (Winter 2019)
Kalervo Sinervo (Fall 2018)
Brandon Arroyo (Fall 2018)
Catherine Bernier (Winter 2018)
Adam Szymanski (Fall 2017)

Jordan Gowanlock (Fall 2017)
Alain Chouinard (Fall 2018)
Andrew Jeffries (Fall 2014)
Troy Rhoades (Spring, 2011)

MA Thesis Defense:
Maggie (Margaret) MacDonald (2019)
Zach Melzer (Fall, 2011)

MA Thesis Reader:

Joshua Ekers, "The Cinemafication of Video Games: An Examination of the Effect of Medium on Genre Through the Comparison of Films and Video Games" (2024)

Antoine Demeule, "Scream: une autoréflexion des mécanismes d'identifications à travers le slasher postmoderne" (2024)

Madison Goodall-Monk, "All Work and No Play: How Digital Platforms Controlled Work, Disability, and Time During the COVID-19 Pandemic" (2023)

Pat Bonner: "Reading Against the Goo: The Oversight of *Goosebumps*, YTV, and Canadian Children's Television" (2019)

Rebecca Holt, "'I masturbate watching these stats': The Pornhub Insights Blog and the Collision Between Data, Visualization, and Pornography" (2017)

Braden Scott, "Up and Coming: The Media Mix, Pornoarchaeology, and Architecting of Kent Monkman's Cinematic World" (Summer 2016)

Dominique Glassman, "Paris, En Carton" (Winter 2015)

Jesse Balzer, "New Line Cinema, Jackie Chan, and the Anatomy of an Action Star" (Winter 2014)

Derek Godin, "Buzz Bombs" (Summer 2013)

Roberto Bossa, "The Busan International Film Festival as a Field-Configuring Event" (Winter 2013)

Tim Smith, "The Male Body, Male Homosocial Desire, and the Comedic Device Penis in Contemporary Hollywood Comedies" (Spring 2012)

Zeynep Akcay, "Les strategies de mise en abyme et l'idéalisation du cinema d'animation: une étude sur l'autodéfinition" (Spring 2011)

Christopher Ellis, "*The Simpsons* and you: Partners in Freedom" (Fall 2010)

Graeme Langdon, "Juridically Minded, Justifiably Frightened: Academic Legitimacy and the Suspension of Horror" (Winter 2010)

Matthew Ogonoski, "The Brand Behind the Mask: Batman in the Age of Convergence" (Fall 2009)

MA Thesis Reader, External:

Sooyun (Clara) Hong, "The Real K-Pop Idols of Fanfiction: Reclaiming "Real Person" Fanfiction as K-Pop Industry Practice" East Asian Studies, McGill University (Summer 2020)

Maggie (Margaret) MacDonald, Communication Studies, Concordia University (2019)

Zach Melzer Communication Studies, Concordia University (Fall, 2011)

PhD Dissertation Defense, External:

J.S. Wu, "The Animating Inbetween: Producing Race in Popular Animation," University of Pennsylvania, Winter 2024.

Alberto Lusoli, "Make, Measure, Fail, Learn, Repeat: Life and Work in the Start-up Episteme," Simon Fraser University, Fall 2021.

Ryan Scheiding, "Zombies, Vaults & Violence: Collective Memory and the Representation of Atomic Fears in Video Games," Concordia University, Communication Studies

ACADEMIC SERVICE

Major Departmental and University Service
- Graduate Program Director, PhD Program, Film Studies and Moving Image Studies (2020-22)
- Graduate Program Director, MA Program, Film and Moving Image Studies (2020-21)
- Graduate Program Director, MA Program, Film Studies (June 2016-June 2019)
- Faculty of Fine Arts Research Committee (2016-2019)
- Faculty of Fine Arts Research Committee (2022-23)
- Steering Committee, Cinema (2017-2019; 2020-2022)

Other Departmental and University Service
- Faculty of Fine Arts Faculty Research Committee (2021-2023)
- Equity, Diversity, Inclusion and Accessibility Committee Chair, School of Cinema (2021-22)
- Hiring Committee, Sexuality Studies and Film/Media (2021-2022)
- Equity, Diversity, and Inclusion Consultative Committee (2020-21)
- Senate, Concordia University, Faculty of Fine Arts representative (2017-2020)
- PhD Committee member (2020)
- Hiring Committee, Fibres and Material Practices (2018-2019)
- Cinema Space Committee (2018-2019)
- Steering Committee, Cinema (2017-2019)
- Chair, Director Search Committee, Technoculture, Art and Games (Fall 2016)
- University Open Access Committee (2015-17)
- Curriculum Committee, Faculty of Fine Arts (2014-2015)
- Scheduling for Film Studies Timetable (2010-2015)
- MA SSHRC Internal University Evaluation Committee, School of Graduate Studies (2013-2015)

- Hiring Committee for the Chair of the Mel Hoppenheim School of Cinema (2015)
- MA Committee (2009-2014)
- CISSC Review Committee (2013-2014)
- Hiring Committee, Canada Research Chair, Film Studies (2012-2013; 2013-2014)
- Hiring Committee, Animation Extended Term Appointment (2012-2013)
- Hiring Committee, Center for Interdisciplinary Studies in Society and Culture (CISSC) Chair (2013)
- Hiring Committee, Film Studies tenure-track position in Sound Studies (2011-2012)
- Hiring Committee, Limited Term Appointment, Animation (2009-2010)
- Hiring Committee, Gail and Stephen A. Jarislowsky Chair in Canadian Art History (2010-2011)
- Board Member of Center for Interdisciplinary Studies in Society and Culture (CISSC) (2011-2013
- PhD Curriculum Revision Subcommittee (2012-2013)
- Chair of Departmental Student Awards Committee (2012)
- Festival de nouveau cinéma, School of Cinema liaison (2011-2012)

SERVICE TO THE PROFESSION

Editorial Boards:
- *Mechademia: Second Arc* (Associate Editor)
- *Platforms & Society*
- *Animation: An Interdisciplinary Journal*
- *Media Theory Journal*
- *Discourse*

Peer Reviews for:

Books
- NYU (2024)
- Palgrave (2017, 2018, 2021, 2024)
- Bloomsbury Academic (2015, 2021, 2024)
- Bristol University Press (2020, 2023)
- Routledge (2022, 2024)
- Hawai'i University Press (2021)
- Harvard University Press (2020, 2021)
- University of Minnesota Press (2013, 2014, 2017, 2019, 2020)
- SAGE (2019)
- Duke University Press (2012, 2018)
- Chicago University Press (2017)
- MIT Press (2015)

Articles
- *Platforms & Society* (2024)
- *Continuum: Journal of Media and Cultural Studies* (2024)
- *Asiascape: Digital Asias* (2024)
- *New Media & Society* (2023)

- *Global Media & China* (2023)
- *International Journal of Asian Studies* (IJAS) (2022)
- *Television and New Media* (2019, 2022)
- *Theory, Culture & Society* (2009, 2010, 2012, 2013, 2016, 2018, 2022)
- *Cultural Studies* (2021, 2022)
- *Media International Australia* (2021, 2022)
- *Loading… The Journal of the Canadian Game Studies Association* (2021)
- *International Journal of Communication* (IJoC) (2018, 2019, 2020)
- *Mechademia: Second Arc* (2020)
- *The Review of Communication* (2020)
- *Technology and Culture* (2020)
- *New Review of Film and Television Studies* (2020)
- *Media Theory* (2020)
- *Animation: An Interdisciplinary Journal* (2014, 2015, 2016, 2018, 2019)
- *Journal of Cinema and Media Studies* (2019)
- *Convergence* (2019; 2023)
- *Social Media + Society* (2019)
- *Asian Cinema* (2019)
- *Arts* (2018)
- *Synoptique* (2018)
- *Discourse* (2018)
- *Policy & Internet* (2017)
- *Journal of Chinese Cinemas* (2017)
- *International Journal of Cultural Studies* (2016)
- *Canadian Journal of Film Studies* (2013, 2016)
- *Kinephanos* (2013)
- *Journal of Transformative Works and Cultures* (2015)
- *The Journal of Japanese Studies* (2013)
- *Alphaville: Journal of Film and Screen Media* (2013)
- *Cinémas* (2012, 2014)
- *positions: asia critique* (2011, 2012, 2013)
- *Criticism* (2011)
- *Mechademia* (2009, 2011, 2012)
- *Intermédialités* (2010)

New Journal Proposals:
- SAGE (2023)

Dossier Review for Tenure/Promotion:
- Michigan State University, 2023
- Hong Kong University of Science and Technology, 2023
- Tulane, 2022
- Colgate, 2022
- MIT, 2022
- The New School, 2021

- University of California, Santa Barbara, 2020
- Washington University at St. Louis, 2020
- University of Pennsylvania, 2019
- Université de Montreal, 2018
- MIT, 2017
- The New School, 2017

PROFESSIONAL MEMBERSHIPS
- Society of Cinema and Media Studies
- Association of Internet Researchers
- Association for Asian Studies
- Film Studies Association of Canada
- Japan Society for Animation Studies
- Society for Animation Studies
- European Group for Organization Studies
- International Communication Association

LANGUAGES
- English
- French
- Japanese

Date: August 2024