

7th Conference on Cultural and Media Economics

Arts, culture and media:
how to evaluate public policies?

PROGRAMME

September 24-25 2015

Bibliothèque nationale de France,
site François-Mitterrand, Paris
Hall Est – Grand auditorium



SciencesPo
LABORATOIRE INTERDISCIPLINAIRE
D'ÉVALUATION DES POLITIQUES PUBLIQUES

KEDGE CREATE
SHARE
CARE
BUSINESS SCHOOL

SCIENTIFIC ORGANISATION

Olivier Gergaud,
KEDGE Business School,
cluster de recherche
« Industries créatives,
culture, sport »
Yann Nicolas,
ministère de la Culture
et de la Communication,
DEPS

The French Ministry of Culture and Communication's Department of Studies, Forward-Looking Analysis and Statistics (Département des études, de la prospective et des statistiques, DEPS) division, the KEDGE Business School's "Creative Industries, Culture and Sport" research cluster and Sciences Po's Laboratory for Interdisciplinary Evaluation of Public Policies¹ (LIEPP) are organising the 7th Conference on Cultural and Media Economics, to be held in Paris, at the François-Mitterrand site of the Bibliothèque Nationale de France, on Thursday 24th and Friday 25th September 2015.

ARTS, CULTURE AND MEDIA: HOW DO WE EVALUATE PUBLIC POLICY?

This new edition of the Conference on Cultural and Media Economics is dedicated to evaluating public policy on the arts, culture and media.

At various regional levels, public authorities intervene in the economic activities of the media, cultural and artistic sectors, whether it be:

- in the form of public expenditure; for example: a variety of subsidies and public aid initiatives supporting various facilities, events and players within the field;
- in the form of fiscal measures; for example: tax credit for phonographic, audiovisual, cinema or videogame businesses, and lower VAT rates for imported art, press, books and some live entertainment;

- in the form of regulatory provisions or industrial policies; for example: the provisions of the Heritage Code, television and radio broadcasting quotas, price-fixing for books and financial backing from the IFCIC;

- in the form of measures designed to support the job market; for example: Appendices VIII and X of the Agreement on Unemployment Insurance or a wide range of publicly-funded or supported arts training initiatives;

- finally, in the form of measures regarding the international exchange of goods and services; for example: support for export within cinema, books and music, or assistance with broadcasting live music or variety shows abroad;

The evaluation of public policy governing the arts, culture and media is vital in improving our understanding of public action, determining their usefulness and enabling changes to be made to their management. This is necessary not only in the context of recently imposed budgetary restraints on French local authorities and public players, but also within the context of newly developed methods of evaluating the causal impact of public policy.

The 7th Conference on Cultural and Media Economics provides researchers with the opportunity to present and discuss the latest results of the evaluation of the impact of subsidised festivals, the HADOPI Law, educational policy, support for the press and fiscal policy. Discussions will also focus on the range of different evaluation methods currently in use. There will also be retrospective analysis of public policy and an examination of local experiences.

1. This conference is supported by the French government and the Agence Nationale de la Recherche through its future investment programme under the aegis of LIEPP's "laboratories for excellence" (ANR-11-LABX-0091, ANR-11-IDEX-0005-02).

CONFERENCE ON CULTURAL AND MEDIA ECONOMICS

Conference on Cultural and Media Economics are held every two years, bringing together researchers, economic players and professionals working in the arts, culture and media fields to discuss the results of economic research in performing arts, visual arts, heritage, languages and cultural and media industries (film and video, video games, publishing, recorded music, press and broadcasting).

ONLINE RESOURCES

www.culturecommunication.gouv.fr/Politiques-ministerielles/Etudes-et-statistiques
www.kedgebs.com/fr/faculte-et-recherche/clusters-de-recherche/creative-industries-culture-sports
www.sciencespo.fr/liepp/

THURSDAY
SEPTEMBER
24
2015

MORNING

- 9:00** **Welcome**
- 9:20** **Opening session**
Fleur Pellerin, ministre de la Culture et de la Communication*
Bruno Racine, président de la Bibliothèque nationale de France*
- Chair:** **Victor Ginsburgh**, Université libre de Bruxelles
- 9:40** **Address**
Kathryn Graddy, Brandeis University, co-editor of the Journal of Cultural Economics :
(to be announced)
Discussion : **Victor Ginsburgh**, Université libre de Bruxelles
- 11:05** **Using Google Trends data to assess the economic impact of cultural events**
Olivier Gergaud, KEDGE Business School et
Victor Ginsburgh, Université libre de Bruxelles
- 11:40** **The economic impact of the cancellation of two regular cultural events: the Avignon and the Aix-en-Provence Festivals in 2003**
Thibault Brodaty, Université Paris-Est Créteil Val-de-Marne
Discussion : **Aurélien Décamps**, KEDGE Business School

AFTERNOON

- Chair:** **Bruno Deffains**, Université Panthéon-Assas – Paris-II
- 14:00** **Has HADOPI's graduated response helped to reduce music and movie piracy?**
Éric Darmon et **Thierry Pénard** Université de Rennes-I
Discussion : **Patrick Waelbroeck**, Télécom ParisTech
- 14:50** **The substitution effect of online piracy on box office performance of American movies in France**
Christophe Bellégo, Insee
Discussion : **Sylvain Dejean**, Université de La Rochelle
- 16:10** **A stochastic model of the graduated response in France**
Jean Berbinau, Hadopi et **Patrick Waelbroeck**, Télécom ParisTech
Discussion : **Christophe Bellégo**, Insee
- 17:00** **Panel discussion #1: Public policy evaluation and cultural policies in France: historical overviews, retrospective overviews**
Lead by: **Jean-Pierre Saez**, Observatoire des politiques culturelles
With:
Francine Mariani-Ducray, Conseil supérieur de l'audiovisuel
Laurent Martin, Université Sorbonne Nouvelle – Paris-III
Bernard Perret, Conseil général de l'environnement et du développement durable
- 18:30** French wine and food specialties tasting

FRIDAY
SEPTEMBER
25
2015

MORNING

- Chair:** Jean-Marc Lauret, ministère de la Culture et de la Communication, Inspection générale des affaires culturelles
- 9:00** **Address**
The role of culture in growth: a very long term analysis
Étienne Wasmer, Sciences Po, codirecteur du LIEPP
- 9:45** **Evaluation of arts education policies: a qualitative survey**
Marie-Christine Bordeaux, Université de Grenoble-III
- 10:50** **Evaluation of arts education policies: a quantitative survey**
Philippe Coulangeon, Centre national de la recherche scientifique, LIEPP
- 11:25** **Designing and implementing program evaluations in arts education: the case of Little Kids Rock**
M. Kathleen Thomas, Mississippi State University
Discussion : Florine Livat, KEDGE Business School

AFTERNOON

- Chair:** Martine Cécillon, ministère de la Culture et de la Communication, DRAC Midi-Pyrénées
- 13:45** **The effectiveness of public support to the press**
Julia Cagé, Sciences Po, LIEPP
Discussion : Thibault Brodaty, Université Paris-Est Créteil Val-de-Marne
- 14:35** **Europe's cultural consumption in the digital age: does fiscal policy matter?**
Karol J. Borowieck, University of Southern Denmark
Discussion : Julia Cagé, Sciences Po, LIEPP
- 16:00** **Panel discussion #2: Evaluation of local cultural policies**
Lead by:
Emmanuel Wallon, Université Paris Ouest Nanterre La Défense
With:
Martine Cécillon, ministère de la Culture et de la Communication, DRAC Midi-Pyrénées :
the evaluation of "Territoire Culture" conventions in Midi-Pyrénées
Catherine Colombani, collectivité territoriale de Corse :
the evaluation of the "Pass-Cultura"
Cécile Martin, Observatoire des politiques culturelles, Grenoble :
the evaluation of the DEMOS social programme (in music and orchestral education) in Île-de-France, in Isère and in Savoie
Catherine Veyrat-Durebex, mairie de Nantes :
the evaluation of the cultural proximity programme in Nantes
- 17:30** **Summing up**
Maya Bacache-Beauvallet, Télécom ParisTech
- 17:50** **End of the second day**

RESERVATION REQUIRED, TO REGISTER:

- on line:

<http://culturecommunication.gouv.fr/Politiques-ministerielles/Etudes-et-statistiques/Rencontres/Journees-d-economie-de-la-culture-et-de-la-communication/7es-journees-d-economie-de-la-culture-s-inscrire>

- by mail : contact.deps@culture.gouv.fr – 01 40 15 79 17

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