

Hollywood Made in China

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Room 710, 7th Floor, Building 19 (Nishi-Waseda Bldg.)
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(Directions: <http://www.waseda.jp/gsaps/en/access/>)

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4:30-6:00 p.m.

Lecture in English
Open to Public / No Registration Required

China is poised to become the largest theatrical box office in the world. From Kung Fu Panda 3 to Furious 8, Hollywood films are being shot in China to appeal to Chinese audiences. In order to circumvent China's market access controls and tap the world's largest potential film market, Hollywood studios have begun engaging in a range of collaborative ventures to access audiences in the middle kingdom. Disney opened its first theme park in mainland China – a USD 5.5 billion investment – in 2016. Chinese conglomerates like the Dalian Wanda Group have taken major stakes in foreign studios, spurring both US government efforts to regulate foreign direct investment in Hollywood and Chinese government concerns about the dilution of Chinese cultural identity. Now the US and China are undergoing a major shift of the terms of the US-China relationship. Regulators are renegotiating the landmark US-China Film Agreement which expired in February 2017 and had formerly secured 34 slots for foreign films in the Chinese theatrical distribution market leading to a period of significant uncertainty. This talk will explore how the growth of China's media market is transforming Hollywood from the inside out with a rich range of multi-media clips of recent films from China and the United States.



Aynne Kokas is a 2017-2018 fellow at the Woodrow Wilson Center for International Scholars and an assistant professor of media studies at the University of Virginia.

*Kokas' research examines Sino-US media and technology relations. Her book, *Hollywood Made in China* (University of California Press, 2017) argues that Chinese investment and regulations have transformed the US commercial media industry, most prominently in the case of media conglomerates leverage global commercial brands. Kokas' new project *Border Control on the Digital Frontier: China, the United States and the Global Battle for Data Security* examines the cybersecurity policy implications of the data trade in the Sino-US relationship. Her chapters and articles have appeared or are forthcoming in a range of publications including *PLOS One*, *Global Media and Communication*, *The Journal of Broadcasting and Electronic Media*, and *In Media Res*. She is a term member of the Council on Foreign Relations, a non-resident scholar at the Baker Institute of Public Policy at Rice University, and a fellow in the National Committee on United States-China Relations' Public Intellectuals Program. Kokas' writing and commentary appears regularly in media outlets including the BBC, CNBC, NPR's Marketplace, The Washington Post, and Wired.*

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