

Dr. Marc Steinberg

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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

2014-present 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

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

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|-----------|------------------|--|
| 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 HONORS

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

『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.

-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. Italian translation forthcoming.

-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”?*).

Edited Collections

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

-Winner of 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

- “Automobile Platform Capitalism: Toyotism as a Prehistory of the Digital Economy” under consideration at *Organization Studies*.
- “LINE as Super App: Platformization in East Asia” forthcoming in *Social Media + Society* (2020) (accepted)
- “Media Mix Mobilization: Social Mobilization and Yo-Kai Watch” in *Animation: An Interdisciplinary 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

“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 (Forthcoming 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’adressent-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 Yokai 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『巖窟王』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 *Gankutsuō*” 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

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

“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

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 Furuhashi), 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.

CONFERENCE ORGANIZATION

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.

INVITED LECTURES

- “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, Lüneburg, 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 Nichibun 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
- “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 Paulo, 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 Nichibun 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 télévision, 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 workshop Reischauer 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: *Yojōhan shinwa taikai*’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 & ACADEMIC WORKSHOPS

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

- Technoculture, Arts and Games (TAG) (Concordia)
- Advanced Research Team on History and Epistemology of Moving Image Study (Concordia)
- The Global Emergent Media Lab (GEM) (Concordia)
- HEXAGRAM (Concordia)
- 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

TEACHING

Concordia University

Graduate:

PhD:

- 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: Animation Ecologies (Fall 2018)
- FMST 665: Managing Media (Fall 2017)
- FMST 600: Film Methods (Winter 2009; Winter 2014; Winter 2015; Winter 2017)
- FMST 625: Global Film Industries (Fall 2012)
- FMST 630: Media Theory (Winter 2011; Fall 2013)
- FMST 665: Japanese Animation (Winter 2011)

Undergraduate:

- FMST 422: Media Theory, Media Objects (Winter 2018)
- FMST 422: Transmedia (Fall 2014; Fall 2018)
- FMST 320/398: Digital Media and Animation (Winter 2012; Winter 2014; Winter 2017; Winter 2019)
- FMST 398: Anime Media Histories (co-taught with Prof Thomas Lamarre) (Fall 2017)
- FMST 322: Film Since 1959 (2009-2010; 2010-2011; 2011-2012; 2012-2013; Winter 2018)

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:

- Jake Pitre (2019~)
- Elena Altheman (2019~)
- Andre R. L. Petit (2018~)
- Aurélie Petit (2018~)
- Jacqueline Ristola (2017~) (FQRSC supported)
- Theo Stojanov (2014~) (FQRSC supported)
- Edmond Ernest dit Alban (2014~2019)
- Jordan Gowanlock (2012-2018) (FQRSC supported)
- Alain Chouinard (2011-2018) (SSHRC supported)
- Kris Woofter (2010-2016) (Co-supervision with Rosanna Maule) (FQRSC supported)

MA Thesis Supervision:

- Victoria Berndt (2018~) (SSHRC supported)
- Alexandre Vermeil Girard (2018~) (SSHRC and FQRSC supported)
- Cole Armitage (2018~) (SSHRC supported)
- Colin Crawford (2018-19) (SSHRC supported)
- David Leblanc (2017-2018)
- Oslavi 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

- Annie Harrisson
- Rebecca Holt
- Ylenia Olibet
- Weixian (Hannah) Pan
- Beatriz Bartolomé
- Drew Jeffries ((graduated 2015)
- Matthew Ogonoski
- Zach Melzer
- Brandon Arroyo (graduated 2018)
- Adam Szymanski (graduated 2017)
- Philipp Keidl (graduated 2018)

PhD Thesis Defense

Weixian (Hannah) Pan (Summer 2019)
Philipp Keidl (Winter 2019)
Brandon Arroyo (Fall 2018)
Catherine Bernier (Winter 2018)
Jordan Gowanlock (Fall 2017)
Alain Chouinard (Fall 2018)
Andrew Jeffries (Fall 2014)
Troy Rhoades (Spring, 2011)

MA Thesis Defense:

Zach Melzer, MA defense committee (Fall, 2011)

MA Thesis Reader:

- 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)

ACADEMIC SERVICE

Departmental and University Service

- Senate, Concordia University, FOFA representative (2017-2019)
- Graduate Program Director, Film Studies Master of Arts (MA) program (June 2016-June 2019)
- Faculty of Fine Arts Research Committee (2016-2019)
- 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. Jarislowky 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)

PROFESSION

Editorial Boards:

- *Mechademia: Second Arc* (Associate Editor)
- *Animation: An Interdisciplinary Journal*
- *Media Theory Journal*
- *Discourse*

Peer Reviews for:

Books

- University of Minnesota Press (2013, 2014, 2017, 2019)
- SAGE (2019)
- Duke University Press (2012, 2018)
- Palgrave (2017, 2018)
- Chicago University Press (2017)
- Bloomsbury Academic (2015)
- MIT Press (2015)

Articles

- *Convergence* (2019)
- *International Journal of Communication* (IJoC) (2018, 2019)
- *Social Media + Society* (2019)
- *Asian Cinema* (2019)
- *Arts* (2018)
- *Synoptique* (2018)
- *Discourse* (2018)
- *Policy & Internet* (2017)
- *Journal of Chinese Cinemas* (2017)
- *Animation: An Interdisciplinary Journal* (2014, 2015, 2016, 2018, 2019)
- *International Journal of Cultural Studies* (2016)

- *Canadian Journal of Film Studies* (2013, 2016)
- *Kinephanos* (2013)
- *Journal of Transformative Works and Cultures* (2015)
- *Theory, Culture & Society* (2009, 2010, 2012, 2013, 2016, 2018)
- *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)
- *Intermedialités* (2010)

PROFESSIONAL MEMBERSHIPS

- Society of Cinema and Media Studies
- Association for Asian Studies
- Film Studies Association of Canada
- Japan Society for Animation Studies
- Society for Animation Studies

LANGUAGES

- English
- French
- Japanese

Date: December 2019