This two day workshop brings together scholars who work on television, social media, and digital platforms to think about how streaming platforms are changing the global circulation of tele-visual content. Using the success of Netflix’s *Squid Game* as a starting point, the participants will consider how streaming has changed what and how the world watches television; how it is reconfiguring the relation between producers and consumers across local contexts, particularly in East Asia; and how its interaction with other cultural platforms, like social media, encourage us to reconceptualize past ideas about audience response and the social uses of television.

**ORGANIZERS**

Thomas Lamarre (UChicago), Hoyt Long (UChicago), Richard Jean So (McGill), Aarthi Vadde (Duke), So Yoon Lee (UChicago)

**PANELISTS**

Amanda Lotz (Queensland University of Technology), Phillip Maciak (Washington University, St. Louis), Hyun Jung Stephany Noh (UT Austin), Dahye Kim (Northwestern), Doobo Shim (Sungshin Women’s University), Marc Steinberg (Concordia University), Deen Freelon (UPenn), Eunji Kim (Columbia)