

Foreword

Scientific Standout



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JOCIS: GROWTH AND RECOGNITION IN THE ACADEMIC AND SCIENTIFIC COMMUNITY

The Journal of Creative Industries and Cultural Studies (JOCIS), published by Media XXI, is attracting increasing interest on the academic scene. This is clearly reflected in the significant number of manuscript submissions that the journal has been receiving since the beginning of the year, obtaining double the number of submissions compared to previous years. This is an indicator that the journal is gaining recognition and attracting the attention of the academic community. Researchers and academics are seeing JOCIS as a vehicle for sharing and publicising their work. This is certainly an important milestone in the progress of JOCIS and reflects its relevance in the scientific community.

This rise in the number of submissions brings with it a number of advantages.

Firstly, it demonstrates that JOCIS is consolidating itself as a platform of choice for researchers wishing to share their work and findings in the fields of Media, and Creative and Cultural Industries. This also contributes to enriching the body of knowledge and the exchange of ideas within the academic community.

Another point to note is that all the articles submitted for publication in JOCIS are subject to peer-review, which guarantees the quality and reliability of its publications.

Finally, JOCIS has an editorial board made up of renowned specialists. This committee plays a key role in guiding and making editorial decisions, contributing to the excellence of the journal.

THE ARTICLES IN THIS 10TH JOCIS ISSUE

TRENDS AND CHALLENGES IN ARTS AND MEDIA

The landscape of the media and entertainment industries is constantly evolving, driven by digital innovations and technological advances. Of the articles submitted to our prestigious journal, five were approved for this issue of JOCIS. Some present different perspectives on the digital revolution and its ramifications for the creative and cultural industries. Through them it is possible to travel different facets of this digital revolution, each offering unique insights into the intricate web of change and adaptation. The economic and financial sustainability of the newspaper industry is also represented.

The studies range from the untapped opportunities in Nigeria's creative industry to the challenges contemporary visual artists face in their careers. In addition, these articles highlight the digital transformations driving the evolution of the entertainment and arts industries, reshaping the way the public interacts with and consumes creative content. While some delve into video streaming in the Middle East and North Africa region, others examine the financial health of newspaper publishers in Portugal, in the context of digital migration and structural changes in the newspaper industry.

In the article *Towards a Prosperous Creative Industry in Nigeria: Perspective and Policy Imperatives*, Kizito Ogedi Alakwe discusses about the immense potential of the Nigerian cultural and creative sector in contributing to economic growth. The author offers insights into the creative industry in Nigeria and explores the cultural and creative industry sector in that country, emphasizing its immense potential and the impact of digital technology and globalization on its development. While acknowledging the contributions of sectors such as film, music and fashion, the article also addresses significant challenges that need to be overcome for Nigeria to fully capitalize on the growth opportunities presented by the industry.

The article *Precarious Careers: A Longitudinal Study with Contemporary Visual Artists from Emerging to Established Career Stages* takes us on a journey through the careers of contemporary visual artists, revealing the complexities of "precariousness" in their professional lives. In her longitudinal study, Emma Duester follows the careers of fifteen artists over eight years and reveals the changes, the challenges and the dynamic nature of their careers, marked by a persistent sense of precariousness. The article investigates how precariousness is experienced both tangibly and mentally by artists throughout their careers. This approach enriches the discourse on precarious work and work in the creative industries by shedding light on the nature of artists' careers and the strategies they develop to deal with precariousness.

Robert DeFillippi explores the digital transformations that are shaping arts and entertainment, highlighting technological innovations and trends that are redefining these industries. His paper *Digital Transformations in Arts and Entertainment* explores the profound impact of digital innovations on various creative industries, from television and recorded music to live concerts, museums and computer games. Robert DeFillippi discusses how advances in semiconductor technology have led to innovations in digital devices and how advances in semiconductor technology have not only revolutionised these industries, but also paved the way for innovative digital products and methods of audience engagement. The author highlights six main transformations, from the digitisation of television to the rise of eSports, and explores their effects on the digitised and analogue elements of these industries. He also identifies trends shaping the future of these sectors.

Ilhem Allagui and Abenezzer Bekele, affiliated with Northwestern University in Qatar, investigate the growing video streaming market in the Middle East and North Africa (MENA) region. Their study *The rising business of video streaming in MENA* meticulously examines the opportunities and challenges facing streaming services in this dynamic environment. By drawing parallels with the historical evolution of pan-Arab broadcasting, the authors shed light on key strategies for success and obstacles to sustainability in this growing sector. The conclusions highlight strategies for growth, such as localising content and building partnerships, while also addressing limitations related to infrastructure and the political context in the region.

By analysing the finances of newspaper publishers in Portugal, Raul Rios-Rodríguez, David RodeiroPazos, Paulo Faustino and Sara Fernández-López discuss the challenges of economic sustainability in the newspaper industry, especially during periods of transformation as we see in the media business, which is characterised by various levels of disruption. According to their article *Leverage and profitability of newspaper publishers: a financial analysis of the Portuguese industry (2008-2019)*, problems include difficulties with traditional financing models (such as revenues from readers and advertisers), as well as changes in product distribution (such as physical support and declining newspaper banks). The transition to digital media requires new management strategies to reduce costs and to diversify revenues. In addition, the authors examine the financial profitability of newspaper publishers in Portugal. This profitability depends on both economic profitability and financial structure, including leverage. Due to the crisis in the sector, many newspaper companies have accumulated high levels of debt. The study shows that almost half of the publishers had higher financial profitability than economic profitability due to positive leverage effects.

In conclusion, this selection of articles offers a comprehensive overview of the everevolving dynamics in the cultural, creative and entertainment sectors, as well as in the journalism industry. Each one highlights unique aspects of these industries and their transformations over time. Together, these studies illustrate the diversity and the complexity of the creative and media industries and reveal the relevance of the topics and the diversity of the authors' contributions, allowing JOCIS readers to get a broad view of trends and challenges in the creative industries, while also considering financial aspects related to the media.

In dynamic, multi-faceted sectors where change is a constant, finding reliable resources for guidance and leadership is essential. This is particularly evident in the constantly evolving landscape of marketing and advertising. It is in this context that the book "Management Handbook for Advertising Agencies", written by Pablo Medina Aguerreberere and Ignasi Ferrer Lorenzo, emerges as an invaluable tool. In order to provide an overview of the main ideas and practices presented in this book, Professor Zvezdan Vukanovic, affiliated with Canadian University Dubai in the United Arab Emirates, has written a summary for this issue of JOCIS. For Vukanovic, this book is an opportunity to learn the secrets of success in modern advertising agency management.

This volume of JOCIS comes to a close with the highlights of the conference *By the Book8*, organized by the European Publishing Studies Association (EuroPub), which took place at the prestigious Faculty of Arts and Humanities of the University of Porto, in Portugal, on June, 21-22. The topics discussed were extremely relevant to the contemporary book trade and the publishing industry in general.