

## Dr Vejune Zemaityte

Senior Research Fellow / CUDAN Open Lab

Baltic Film, Media and Arts School (BFM) / Tallinn University / Estonia

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### Education

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- 2015– **Doctor of Philosophy (Communication)** – Awarded without revisions
- 2019 School of Communication and Creative Arts / Deakin University / Melbourne, Australia  
Title: “Global Cinema Distribution: A Large-Scale Data-Driven Study of Film Screenings”  
Supervisors: Prof Deb Verhoeven, Dr Bronwyn Coate, and Dr Victoria Duckett
- 2011– **Bachelor of Arts (Economics, Psychology, and Media)** – *Summa cum laude* (GPA 3.96)
- 2014 University College Roosevelt / Utrecht University / Middelburg, Netherlands  
Reciprocal exchange: Economics, Communication, and Photography / University of California San Diego (UCSD) / USA

### Research Experience

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- 2020– **Senior Research Fellow**
- Present CUDAN Open Lab / Baltic Film, Media and Arts School (BFM) / Tallinn University / Estonia
  - Major projects: ERA Chair Project: Cultural Data Analytics; The Public Value Chains of Cultural Open Data Solutions; Workforce Development and Diversity in Australian Cinematography
- 2019– **Research Officer**
- 2020 Behavioural Business Lab / School of Economics, Finance, and Marketing / Royal Melbourne Institute of Technology (RMIT) / Australia
  - Major projects: The Artists and Entrepreneurs Project
- 2018– **Research Assistant**
- 2019 University of Technology Sydney / Australia
  - Major projects: Gendered Analysis of the Luxembourgish Film Industry Network
- 2015– **Research Assistant**
- 2017 School of Communication and Creative Arts / Deakin University / Melbourne, Australia
  - Major projects: Kinomatics Project; International Screen Industries Consortium
- 2014 **Research Assistant**
- University College Roosevelt / Utrecht University / Middelburg, Netherlands
  - Major projects: Dutch Municipal Election Survey on Political Attitudes

### Teaching Experience

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Teacher satisfaction (TS) provided as a percentage (where available).

- 2021 **Lecturer**  
Baltic Film, Media and Arts School (BFM) / Tallinn University / Estonia
  - Cultural Data Analysis I (Teaching, Course Development & Coordination, Graduate)
  - Cultural Data Analysis II (Teaching, Course Development & Coordination, Graduate)
- 2017– **Teaching Associate**
- 2020 School of Media, Film and Journalism / Monash University / Melbourne, Australia
  - Masters Research Project (Graduate)
  - Cultural and Creative Industries (Graduate) [TS: 97%]
  - The Public Sphere (Undergraduate)

- 2017–  
2020 **Teaching Associate**  
School of Communication and Creative Arts / Deakin University / Melbourne, Australia
- Digital Marketing (Graduate) [TS: 88%]
  - Communication Research Practices (Undergraduate) [T1 2019, T1 2020; TS: 93%]
  - Distributing Entertainment (Teaching, Course Development & Coordination, Undergraduate) [TS: 100%]
  - Quantified Media (Undergraduate) [TS: 100%]
- 2019 **Teaching Associate**  
School of Culture and Communication / University of Melbourne / Australia
- Researching Media and Communication (Graduate) [TS: 93%]
  - Internet Communication (Undergraduate) [TS: 90%]

## Professional Experience

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- 2017–  
2019 **Research and Data Manager**  
Choovie / Melbourne, Australia
- Choovie is the world’s first web platform and app for the dynamic pricing of cinema tickets. Role in development of data storage, analysis, and visualisation systems; management, analysis, and visualisation of the live customer and sales data; audience research; revision of demand-based pricing and recommendation algorithms
- 2014–  
2015 **Assistant TV Director, Screenwriter, and Production Manager**  
Lietuvos Rytas TV / Vilnius, Lithuania
- Major projects: International travel reality show “Didysis Pasivaikščiojimas” (The Great Stroll); Gameshow “Šeima – jėga!” (My Family is Great!)

## Publications

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Research papers published in internationally distributed publications peer reviewed by an editorial board are marked with an asterisk (\*).

### Refereed Journal Articles

- 2020\* Verhoeven, D., Moore, P.S., Coles, A., Coate, B., **Zemaityte, V.**, Musial, K., Prommer, E., Mantsio, M., Taylor, S., Eltham, B., Loist, S., & Davidson, A. [Disciplinary Itineraries and Digital Methods: Examining the Kinomatics Collaboration Networks](#). *NECSUS. European Journal of Media Studies*, 9(2), 273–298. doi: 10.25969/mediarep/15320.
- 2020\* Verhoeven, D., Musial, K., Palmer, S., Taylor, S., Abidi, S., **Zemaityte, V.**, & Simpson, L. [Controlling for Openness in the Male-Dominated Collaborative Networks of the Global Film Industry](#). *PLOS One*, 5(6), e0234460. doi: 10.1371/journal.pone.0234460.
- 2019\* Verhoeven, D., Coate, B., & **Zemaityte, V.** [Re-Distributing Gender in the Global Film Industry: Beyond #MeToo and #MeThree](#). *Media Industries*, 6(1), 135–155. doi: 10.3998/mij.15031809.0006.108.
- 2018\* **Zemaityte, V.**, Verhoeven, D., & Coate, B. [Understanding the Dynamics between the United States and Australian Film Markets: Testing the “10% Rule”](#). *Studies in Australasian Cinema*, 12(1), 56–69. doi: 10.1080/17503175.2018.1427827

### Book Chapters

- 2017\* Coate, B., Verhoeven, D., Arrowsmith, C., & **Zemaityte, V.** [Feature Film Diversity on Australian Cinema Screens: Implications for Cultural Diversity Studies Using Big Data](#). In M. D. Ryan & B. Goldsmith (Eds.), *Australian Screen in the 2000s* (pp. 341–360). Cham: Springer International Publishing. doi: 10.1007/978-3-319-48299-6\_16

### Conference Proceedings

- 2019\* Verhoeven, D., Moore, P.S., **Zemaityte, V.**, Loist, S., & Samoilova, Z. [Intellectual Networks and Cultural Networks: Kinomatics and the Complex Cultural Geometry of Cinema](#). In *Global Digital Humanities 2019: “Complexities”*, Utrecht University, Netherlands.

- 2018\* Verhoeven, D., Musial, K., Palmer, S., Taylor, S., Simpson, L., **Zemaityte, V.**, & Abedi, S. [Solving the Problem of the “Gender Offenders”: Controlling Collaborative Network Evolution to Optimize Openness](#). In *Global Digital Humanities 2018: “Bridges”*, El Colegio de México.
- 2014\* Wiese, E., van Kuijk, H., Asberg, R., Bruno, J., van der Geest, I., Janssen, D., Loo, K., van Rheenen, E., Slikboer, L., Terpstra, B., Verhulst, K., Zegers, A., **Zemaityte, V.**, & Franken, E. [Attitudes Towards Aggression in Psychiatric Care in the Netherlands](#). In I. Needham, M. Kingma, K. McKenna, O. Frank, C. Tuttas, S. Kingma & N. Oud (Eds.), *Proceedings of the 4th International Conference on Violence in the Health Sector: Towards safety, security and wellbeing for all*, Miami, FL, USA, 71, Dwingeloo: Kavanah.

### Theses

- 2019 **Zemaityte, V.** *Global Cinema Distribution: A Large-Scale Data-Driven Study of Film Screenings*. PhD Thesis, Deakin University.
- 2014 **Zemaityte, V.** *Explaining Film Popularity: Artistic Film Qualities, Commercial Decisions and Spectator Engagement in the Light of Psycho by Alfred Hitchcock*. Honours Thesis, University College Roosevelt, Utrecht University.

### Manuscripts in Preparation

- 2020 **Zemaityte, V.**, Coate, B., & Verhoeven, D. *Movies in Transit: Analysing the Diversity of Globally Distributed Film Content*.
- 2018 **Zemaityte, V.**, Coate, B., & Verhoeven, D. [Media Trade Beyond Country Borders: Five Types of Global Cinema Distribution](#). *SSRN Electronic Journal*. doi: 10.2139/ssrn.3228310

### Other Publications

- 2019 Verhoeven, D., Duffy, K., & **Zemaityte, V.** *R+amp Report: Engaging with Engagement*, University of Technology Sydney.
- 2017 **Zemaityte, V.**, Coate, B., & Verhoeven, D. [Coming \(Eventually\) to a Cinema Near You](#). *Inside Film: If*, 177, 10–12.

### Research Projects

- 2021 **The Public Value Chains of Cultural Open Data Solutions**. Estonian Research Council Team Research Grant, Project No. PRG1191. (€215,105; personal fraction: €2,400). <https://publicvalueofdata.tlu.ee/>  
– Tallinn University / Estonia / Co-Investigator
- 2020–2021 **Workforce Development and Diversity in Australian Cinematography** (\$10,000; personal fraction: \$864)  
– Deakin University / Melbourne, Australia / Co-Investigator  
– Funding industry partner: Australian Cinematographers Society
- 2019–2023 **ERA Chair Project: Cultural Data Analytics**. European Union’s Horizon 2020 research and innovation program, Project No. TKA18077 (810961) (€2,500,000; personal fraction: €135,750). <https://cudan.tlu.ee/>  
– Tallinn University / Estonia / Post-Doctoral Researcher
- 2019–2020 **Gendered Analysis of the Luxembourgish Film Industry Network** (€6,500; personal fraction: €6,500)  
– University of Technology Sydney / Australia / Co-Principal Investigator  
– Funding industry partner: Fraen Am Bild – Women In Motion
- 2019–2020 **Artists and Entrepreneurs Project**  
– Royal Melbourne Institute of Technology / Australia / Project Team Member
- 2016–Present **International Screen Industries Consortium (ISIcon)**  
– Deakin University / Melbourne, Australia / Project Team Member

- 2014– Present **Kinomatics Project.** <https://kinomatics.com/>  
– Deakin University / Melbourne, Australia / Project Team Member
- 2012– 2014 **Only at the Movies? Mapping the Contemporary Australian Cinema Market.**  
Australian Research Council Discovery Grant Program, Project No. DP120101940  
(\$289,000; personal fraction: \$80,276)  
– Deakin University / Melbourne, Australia / Doctoral Student
- 2014 **Dutch Municipal Election Survey on Political Attitudes**  
– Utrecht University / Middelburg, Netherlands / Research Assistant

## Grants

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- 2021 Baltic Film, Media and Arts School (BFM) Fund for Research and Creative Study E-Mobility Support, Tallinn University, Estonia (€146)
- 2020 **Zemaityte, V.** & Verhoeven, D. Gendered Analysis of the Luxembourgish Film Industry Network. *Fraen Am Bild – Women In Motion*, Luxembourg (€6,500)
- 2019 School of Culture and Communication Sessional Research Support Grant, University of Melbourne, Australia (\$1,000)
- 2018 German Academic Exchange Service (DAAD) Research Travel Grant (\$3,500)
- 2018 Australasian Association of Digital Humanities (aaDH) Travel Grant (\$500)
- 2018 Faculty of Arts and Education Postgraduate Scholarship Top-Up Grant II, Deakin University, Australia (\$2,100)
- 2017 Faculty of Arts and Education Postgraduate Scholarship Top-Up Grant I, Deakin University, Australia (\$6,200)
- 2017 Faculty of Arts and Education International Conference Grant, Deakin University, Australia (\$3,500)
- 2016 Faculty of Arts and Education National Conference Grant, Deakin University, Australia (\$1,500)
- 2015 Consortium of Humanities Centers and Institutes (CHCI) Travel Grant (\$500)
- 2015 Faculty of Arts and Education Postgraduate Research Scholarship, Deakin University, Australia (\$80,276)
- 2011 Lithuanian Free Market Institute Student Travel Grant (€2,000)

## Awards and Honors

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- 2018 Higher Degree by Research Publication Prize, Deakin University, Australia
- 2014 Capstone Day Prize, Utrecht University, Netherlands
- 2013 Academic Achievement Award, Utrecht University, Netherlands

## Invited Talks

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- 2020 **Zemaityte, V.** Cultural Data Analytics and Cinema. Lithuanian Academy of Music and Theatre (LMTA), Vilnius, Lithuania, December 3. [online]
- 2018 **Zemaityte, V.** Working with Big Cinema Data: Challenges and Opportunities, *Melbourne Digital Humanities Pathways Forum*, University of Melbourne, Australia, October 12.
- 2018 **Zemaityte, V.** Using Tableau to Visualise, Understand, and Analyse Research Data, *Kinomatics @ Babelsberg: Digital Cultural Analytics & Visualization Day*, Film University Babelsberg KONRAD WOLF, Potsdam, Germany, September 13.

- 2018 **Zemaityte, V.** Making Sense of Your Data through Visualizations with Tableau, *Kinomatics Symposium "Culture, Meaning and #DataToo"*, University of Technology Sydney, Australia, April 6.
- 2018 **Zemaityte, V.** More than Just Blockbusters: Defining Five Types of International Film Distribution, *Kinomatics Symposium "Culture, Meaning and #DataToo"*, University of Technology Sydney, Australia, April 5.

## Conference Participation

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### Paper Presentations

- 2021 **Zemaityte, V.**, Coate, B., & Verhoeven D. Temporal Dynamics of Global Film Distribution: Release Delay and Theatrical Availability, *International Conference on Cultural Economics (ACEI)*, online, July 6–9.
- 2021 **Zemaityte, V.**, Verhoeven D., & Coate, B. Movies in Transit: Analysing the Diversity of Globally Distributed Film Content, *European Network for Cinema and Media Studies (NECS) Conference "Transitions: Moving Images and Bodies"*, University of Palermo, Italy, June 7–13.
- 2021 **Zemaityte, V.**, Verhoeven D., & Coate, B. Programming Foreign Films: Analysing Cultural Diversity in the Global Exhibition Sector, *Audiences Beyond the Multiplex: Understanding the Value of a Diverse Film Culture*, University of Glasgow, UK, March 2–3.
- 2020 **Zemaityte, V.** & Verhoeven, D. Gender Diversity in a Small National Film Production Network, *NetSci-CUDAN2020 Satellite Symposium on Network Science & Cultural Data Analysis*, Rome, Italy, September 20.
- 2019 **Zemaityte, V.** Sequential versus Simultaneous Release: The Effect of Delay on Global Film Distribution, *Mallen Scholars and Practitioners Conference in Filmed Entertainment Economics*, Emerson College, Los Angeles, USA, November 7–8.
- 2019 Verhoeven, D., Moore, P.S., **Zemaityte, V.**, Loist, S. & Samoilova, Z. Intellectual Networks and Cultural Networks: Kinomatics and the Complex Cultural Geometry of Cinema, *Global Digital Humanities (DH2019): "Complexities"*, Utrecht University, Netherlands, July 9–12.
- 2019 **Zemaityte, V.**, Verhoeven D., & Arrowsmith, C. The Telling of Women's Stories: Using Big Data to Compare the Audience Access to Films Directed by Women Across Europe, *European Network for Cinema and Media Studies (NECS) Conference "Structures and Voices: Storytelling in Post-Digital Times"*, University of Gdańsk, Poland, June 13–15.
- 2018 **Zemaityte, V.** Data-Driven Cinema Studies: From Media Exchange Between Two Markets to Global Film Distribution, *Digital Humanities Australasia (DHA2018): "Making Connections"*, University of South Australia, Adelaide, Australia, September 25–28.
- 2018 **Zemaityte, V.** Media Trade beyond Country Borders: Identifying Five Types of International Film Distribution through Cluster Analysis, *International Conference on Cultural Economics (ACEI)*, Royal Melbourne Institute of Technology, Australia, June 26–29.
- 2018 Verhoeven, D., Musial, K., Palmer, S., Taylor, S., Simpson, L., **Zemaityte, V.**, & Abedi, S. Solving the Problem of the "Gender Offenders": Controlling Collaborative Network Evolution to Optimize Openness, *Global Digital Humanities (DH2018): "Bridges"*, El Colegio de México, June 26–29.
- 2017 **Zemaityte, V.** Film Popularity & Distribution: Comparing Australia and the USA as Markets for American Movies, *History of Moviegoing, Exhibition and Reception (HoMER) Network Conference "Circuits of Cinema: Histories of Movie and Media Distribution"*, Ryerson University, Toronto, Canada, June 21–24.

- 2016 **Zemaityte, V.**, Verhoeven, D., & Coate, B. Testing the “10% Rule”: Are American Films One-Tenth as Popular in Australia as They Are in the US? *Screen Studies Association of Australia and Aotearoa New Zealand (SSAAANZ) Conference “Sea Change: Transforming Industries, Screens, Texts”*, Victoria University, Wellington, New Zealand, November 23–25.
- 2015 Coate, B., Verhoeven, D., Davidson, A., Arrowsmith, C., & **Zemaityte, V.** Feature Film Diversity on Australian Cinema Screens: Implications for the Domestic Film Industry, *Film and History Association of Australia and New Zealand (FHAANZ) Conference*, Queensland University of Technology, Brisbane, Australia, July 1–3.

### Poster Presentations

- 2019 **Zemaityte, V.** My Digital Toolbox, *Research Bazaar (ResBaz) Conference*, University of Melbourne, Australia, February 20–21.
- 2018 **Zemaityte, V.** Global Cinema Distribution: A Data-Driven Study of Film Screenings, *German Academic Exchange Service (DAAD) Alumni Treffen*, Monash University, Melbourne, Australia, November 2–4.
- 2018 **Zemaityte, V.** International Film Flow: Tendencies in Contemporary Cinema Distribution, *International Conference on Cultural Economics (ACEI)*, Royal Melbourne Institute of Technology, Australia, June 26–29.
- 2016 **Zemaityte, V.** International Film Flow, *Higher Degree by Research Summer School*, Deakin University, Geelong, Australia, February 18–21.
- 2016 **Zemaityte, V.** My Research and Digital Toolbox, *Research Bazaar (ResBaz) Conference*, University of Melbourne, Australia, February 1–3.
- 2014 Wiese, E.B.P., van Kuijk, H.M.D., Asberg, R.N.M., Bruno, J.J., van der Geest, I.L., Janssen, D.L., Loo, K. M., van Rheenen, E.J., Slikboer, L., Terpstra, B.J., Verhulst, K.P.C., Zegers, A.D., **Zemaityte, V.**, & Franken, E. Attitudes Towards Aggression in Psychiatric Care in the Netherlands, *Conference on Violence in the Health Sector*, Miami, FL, USA, October 22–24.
- 2014 **Zemaityte, V.** Explaining Film Popularity: Artistic Film Qualities, Commercial Decisions & Spectator Engagement in the Light of Psycho by Alfred Hitchcock, *Capstone Day*, Utrecht University, Middelburg, Netherlands, May 23.

### Departmental Talks

- 2015 **Zemaityte, V.** International Film Flow: Tendencies in Contemporary Film Distribution, *Kinomatics Symposium “Culture....Data → Meaning”*, Deakin University, Melbourne, Australia, December 4.

### Service

Associate Editor, *Cultural Science Journal*, 2021–Present

Communications and Support Officer, Association for Cultural Economics International, 2020

Conference Assistant, International Conference on Cultural Economics, 2018

Conference Assistant, International Screen Futures Summit & Youth Media Festival, 2016

Co-founder and Treasurer, Deakin University PhD Society, 2016–2017

Editorial Assistant, *Utrecht University Review of Arts and Writing Journal*, 2014

Secretary, Utrecht University Student Photography Society, 2012–2013

### Media Coverage

- 2019 Evans, M. [#GenderMatters Returns!](#), *Medium*, November 7.
- 2018 Groves, D. [Study Points to Wide Cultural Differences between Australian and US Moviegoers](#), *Inside Film: If*, January 25.

## Professional Skills

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R	CARTO	Buildfire
Tableau	OpenRefine	Wix
SPSS	MySQL	Firebase
Stata	Navicat	Netlytic
Gephi	Qualtrics	Google Analytics
Cytoscape	NVivo	Adobe Creative Cloud

## Languages

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English – fluent

Dutch – intermediate

Lithuanian – native

## Memberships

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Association for Cultural Economics International (ACEI)

European Network for Cinema and Media Studies (NECS)

History of Moviegoing, Exhibition and Reception (HoMER) Network

Network Science Society (NetSci)

Australasian Association for Digital Humanities (aaDH)

Screen Studies Association of Australia and Aotearoa New Zealand (SSAAANZ)