

STATEMENT

by Prof. Dr. Martin Venets Dimitrov, Department of "Audiovisual Production," Faculty of "Screen Arts" - NATFIZ "Kr. Sarafov," scientific specialty Cinema studies, film art, and television (film and television cameramanship).

Subject: submitted dissertation for the acquisition of an educational and scientific degree "doctor" in a professional direction: 8.4. Theatrical and film art, scientific specialty Film studies, film art, and television (film and television broadcasting).

Author of the dissertation: Igor Sebishki.

Form of doctoral studies: independent preparation.

Topic of the dissertation: "CONTEMPORARY FORMS OF SCREEN PRODUCT PRESENTATION AND REVENUE GENERATION."

Research supervisor: Assoc. Prof. Elisaveta Boeva, PhD.

Brief biographical data of the PhD student:

Igor Sebishki is a film and TV producer. He mainly produces author's documentary projects for Macedonian television stations. He also creates commercials, music videos, and 3D animations for television. There is no information about his acquired specialty with a completed master's degree.

The submitted materials include the following documents:

- Dissertation work.
- Abstract of the dissertation work.
- Folder of files with 3D renders of virtual studios, as well as links to content with video previews of virtual studios.

The following documents were not provided:

- Published articles by the PhD student on the topic of his dissertation.
- Declaration of originality and credibility of the work.

I. General presentation of the dissertation work

The dissertation, developed by the doctoral candidate Igor Sebishki on the topic "**CONTEMPORARY FORMS OF SCREEN PRODUCT PRESENTATION AND REVENUE GENERATION**" is an important topical subject with practical implications.

The dissertation consists of 125 pages, including an introduction, six chapters, conclusion, and contributions. It also includes a bibliography with 25 titles in Latin script, as well as 10 links to electronic sources. Visualization of information is achieved through graphs, tables, and photographs. The introduction, however, does not sufficiently justify the choice of the topic's relevance for viewers, producers, and creators. The primary reason for creating this work is that video content is the most common marketing tool regardless of its content.

The 37-page abstract is constructed and written in accordance with the necessary requirements, accurately conveying the quality of the doctoral dissertation work.

II. Assessment of the form and content of the dissertation

The scientific material is structured into six chapters, each with separate purpose, sections and topics.

In the first chapter, the dissertation student, Igor Sebishki, introduces readers to media devices on the Internet. This chapter provides an overview of the percentages of video content that passes through various types of internet-connected multimedia devices, especially tablets and smartphones, in front of different audiences. It explores the emergence of cyberculture, new forms of network connectivity, and the emergence of new hardware devices. The chapter also describes internet streaming of audio and video data in detail, illustrated with tables and accurate technical information.

There are peculiar statements about 2023, such as: "*Hollywood movies do not allow computers into key creative decisions.*" Additionally, there is a categorically false statement claiming that "*...filmmakers in the mid-1990s used small, inexpensive digital cameras for documentary films in this style.*" In the 1990s, this type of technique was not employed because such cameras were neither affordable, compact, nor capable of recording video. The author's claim lacks factual proof, and the reference to a footnote leads to unrelated information.

The remaining chapters are related to Internet distribution, marketing in social media, specifics of working with YouTube - ads and revenue. The fifth chapter is dedicated to video games, merchandising, and various revenue streams. Chapter six discusses content protection, copyright, and the fight against video piracy. It explains what Digital Rights Management (DRM) is. The information presented in this chapter is accurate and truthful.

III. Scientific and applied science contributions of the dissertation work

The present study indicates possible inaccuracies, errors, and wrong strategies in creating creative content online and its monetization.

IV. Impact of the dissertation work on the external environment

There is no information available regarding Igor Sebishki's dissertation publications or contributions to the field.

V. Critical notes, questions, and recommendations on the dissertation work

The following criticism is noteworthy:

Article 6 of the Development of the Academic Staff in the Republic of Bulgaria, Act reads:

(3) (New - SG No. 101 of 2010) *The dissertation under paragraph 2 (For acquisition of the educational and scientific degree "doctor") must contain scientific or applied scientific results that represent an original contribution to science. The dissertation should demonstrate that the candidate has in-depth theoretical knowledge in the relevant major and abilities for independent research.*

Unfortunately, it is not clear from the present work what the scientific results are and what independent research represents a real contribution. Some of the footnotes are not related to the referenced positions.

The basis of this dissertation is presented correctly because it includes technical information taken from specialist sources. However, there is a retelling of digital-machine processes that do not necessarily help a producer, for example, in creating an adequate business plan for internet distribution of their product. For the most part, the work focuses on digital marketing and communications, using innovative business models through social networks. When writing a

dissertation, it is assumed that it is part of the author's deep personal engagement with the studied problem, but such commitment is not noticeable here. What is discussed are mainly personal models for vlogging activities and their monetization through a social network.

The information is not up to date, which is not acceptable in the current dissertation work. There is no mention of HBO Max, Apple TV, Hulu, Netflix, Amazon Prime, Disney+, China's Tencent Video, India's ALTBalaji, and notably, how these internet streaming giants are transforming the production and general distribution model of high-quality content.

It is desirable to include more information from the personal experience of the dissertation student with the researched topic. As an active producer, sharing information about how he worked with social networks and the problems encountered, as well as the decisions made, would enrich the scientific work and give it a more professional feel.

VI. Summary conclusion and opinion The dissertation work on the topic of "CONTEMPORARY FORMS OF SCREEN PRODUCT PRESENTATION AND REVENUE GENERATION." in its current form represents an outdated research attempt. The reported information relies mainly on outside sources and lacks original and factual information. No targeted interviews were conducted, neither with producers nor with vloggers, nor with viewers who use or do not use this type of service. Empirically gathered information would undoubtedly complement the doctoral student's thesis. The propositions mainly cover the North American market, with no data regarding European and Asian markets. It would be curious to find out if there are Macedonian online film distributors and how they handle the regional market.

The doctoral candidate defends his work in the professional field of theatrical and film art, with a scientific specialty in Film studies, film art, and television. However, the dissertation, in its current form, is more suited for another department related to economics and marketing. If it addressed the figure, role, and responsibilities of TV and film producers in their activities related to video internet distribution and revenue generation, as well as elements of the film industry's marketing environment, this work would reach a qualitatively new level. Currently, it is unclear who the research is aimed at.

I evaluate the dissertation work **negatively**. It does not convince me that Igor Sebishki has an individual perspective on the subject under consideration, nor does it demonstrate the necessary

qualities for the award of the educational and scientific degree of "Doctor." Therefore, my vote is
NO.

25.8.2023

Sofia

Prof. Martin Dimitrov, PhD