

E MEDIA ('NEW DIGITAL MEDIA') CASE STUDY

FOCUS: NETFLIX

<p>1) What is it? Who owns it? Who uses it? Film & TV VOD (video on demand) streaming service Founded US 1997; global apart from China, N Korea Started as a DVD rental service to rival Blockbusters</p> <p>Unlike many services it is funded purely by subscribers and not by advertising (- note: this may change)</p>	<p>6) Theory links Gives User control over streamed content. has almost a global monopoly showing its hegemonic power. Uses & Grats: social, personal and entertainment Long Tail Model – gives a renewed & longer life to old products Globalization – it is a truly global company. Russia accused it of being part of a 'US govt plot'; corporate dominance, spreading US values. China remains outside the Netflix empire ('Great Firewall of China') Echo chamber: development of customized, targeted recommendations. Neg effects on viewing habits Convergence- available on multiple devices & platforms</p>
<p>2) Why is it important? What, if any, older/mainstream media has it replaced? Replaces trad cinema & linear (=scheduled) TV + physical DVD rental (which remained part of its core business until recently); Allows more flexible structure & narrative models; Netflix can take more risks than TV companies in terms of changing and modifying series as they go along in order to find and 'grow' an audience. (TV has to rely on pilots and tends to pull a series if it looks like failing)</p>	<p>7) Brief history- max 30 words its success grew as DVDs expanded started as one of the biggest users of US postal service for its DVD deliveries. By 2013 it had become one of the biggest sources of internet traffic in the US.</p>
<p>3) IN THE NEWS –find a recent example of how it has been in the news In 2011 it lost 800 000 subscribers when it tried to form Qwikster to divide its streaming and its DVD delivery service; this was quickly withdrawn as share price fell.</p> <p>2016 -catalogue slimmed down as deals ended with distributors and studios. (lost many titles to Hulu) but decision paid off as original content grew & number of subscribers increased in 2017. Success of 'The Crown'</p>	<p>8) key facts & stats 93m users of whom half are in the US Now a major producer of TV content – 126 Netflix originals released in 2016 House of Cards & Orange is the New Black have won lots of EMMY awards</p>
<p>4) Pros & cons (ethical, moral) aspects Pros: streaming prevents illegal sharing & piracy Easy to use; free of commercials (and therefore pressure from advertisers to deliver appropriate content) relatively cheap takes away the need for constant cliffhangers to make audiences come back the following week. 'slow burn' format; more flexible narrative structure (not tied to 30/60m episode slots). No need for tedious recaps or 'next episode' trails. Cons: encourages binge watching (autoplays next episodes) and accelerates decline of physical DVD sales.</p>	<p>9) Give 1 or 2 prominent examples of its use & explain the significance of your example(s) New content grew in from 2016 – Success of home-made shows like The Crown & House of Cards. Netflix is taking on the role of a TV production and film company. This is also an example of vertical integration – where the same company controls the production and distribution of its products.</p>
<p>5) Main changes & developments Netflix Originals entered production market in 2013 with House of Cards phasing out of DVD by mail; strong multiplatform presence and deals with trad broadcasters to carry them as a dedicated channel (not Sky) but available on Virgin, TalkTalk and BT TV + Playstation and Xbox.</p>	<p>10) 5 quiz revision questions (3 fact-based ones & 2 harder ones) Include detachable answer section box below</p> <ol style="list-style-type: none"> 1) Name 2 successful Netflix original shows. 2) Give the name of its short-lived DVD postal service. 3) Name a country where Netflix is not available. 4) How does Netflix earn money? 5) Explain the importance of not carrying adverts.
<p>Quiz answers (fold over to hide this box) 1) The Crown /Oranges are the New Black /House of Cards 2) Qwikster 3) China/ N Korea</p>	<p>4) Subscribers, not ads 5) No ads mean greater independence freedom & flexibility. They can experiment, take more risks and use different narrative formats</p>

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FOCUS: CROWDSOURCING & CROWDFUNDING

<p>1) What is it? Who owns it? Who uses it? Crowdsourcing means completing a project using the efforts of a large number of people recruited via the internet. Related to crowdfunding which means using the power of social media to raise money for a project. 2 models: 1 is non-reward-based (users simply contribute money or work without any reward) and the other is reward-based: users give money /work/ time in return for payment or stake in the profits.</p>	<p>6) Theory links – pluralist, democratized model; shows users have power and do not have to rely on big corporate players – Tim O’Reilly: the power of ‘we media’; example of the power of digital communities</p>
<p>2) Why is it important? What, if any, older/mainstream media has it replaced? Replaces old fashioned charity, publicity and fundraising campaigns; In the past, companies outsourced tasks to individuals and other companies (& they still do) Companies ran competitions e.g. come up with a slogan for an ad campaign Divides up work to make it more manageable</p>	<p>7) Brief history- max 30 words http://www.nesta.org.uk/news/history-crowdfunding?gclid=CJi9m_6OkNMCFQML0wod9hcDhw term was coined in 2006 2001 wikipedia launched. Wikipedia is an example of crowdfunding as it relies on public contributions. Marillion were one of first bands to use crwdfndng to fund an album & tour in 1997</p>
<p>3) IN THE NEWS recent example of how it has been in the news see panel on the right Camden Town brewery – one of the biggest UK crowdfunding projects; raised £2.75m in 2015 but then sold to international beer co. Sale caused outrage as the company was accused of selling out to corporate giants.</p>	<p>8) 5 key facts & stats Chineasy – online Chinese course started by ShaoLan Hsueh offering a simple reward structure in return for investment. Ecotricity – raised over 14m pounds in 3 months. An v successful alt energy scheme St Albans Odyssey cinema – James Hanaway used a mix of models to raise funds to restore an old cinema; raised 1m in 3 months</p>
<p>4) Pros & cons (ethical, moral) aspects pros: cheaper, faster more flexible than traditional non internet-based options; power of digital communities – often involve young people (the dotcom/start-up generation) uses the collective energy, time, skills and experience of a large number of online users; online collaboration BUTit can involve fraudulent money-raising scams; Basic needs (e.g. medical care, funeral & legal costs) should not need to rely on this form of funding.</p>	<p>9) Give 1 or 2 prominent examples of its use & explain the significance of your example(s) bird surveys; star maps; Wikipedia Lego ideas – ordinary users are invited to submit design ideas for Lego products; most popular are accepted and after production, royalties are offered to main designers photo competitions Mechanical Turk- an online Amazon market place where workers can sign up to flexible range of HITS (human intelligence tasks) offered by ‘Requesters’</p>
<p>5) Main changes & developments Gofundme, Crowdcube, Kickstarter Indiegogo and Justgiving are the main sites; Trend has been more towards eco, social& arts projects (away from start-ups and pure business ventures. Not all sites allow personal fundraising & contributors do not necessarily get a return on their money. Justgiving has proved successful in raising money for short films & disability projects. Often there’s synergy with Facebook – keeps users informed.</p>	<p>10) 5 quiz revision questions (3 fact-based ones & 2 harder ones) Include detachable answer section box below 1) Name 3 crowdfunding sites 2) Which band was involved in an early form of crowdfunding? 3) What is the name of Amazon’s online jobs swap marketplace? 4) What is the trend in terms of the type of projects attracting funding? 5) Apart from fraud, what is the other negative aspect?</p>
<p>Quiz answers (fold over to hide this box) 2) Marillion; 3) Mechanical Turk 4) more social, eco & creative arts projects</p>	<p>1) Gofundme, Crowdcube, Kickstarter Indiegogo Justgiving 5) Basic needs (e.g. medical care, funeral & legal costs) should not need to rely on this form of funding</p>

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FOCUS: BBC I-PLAYER

<p>1) What is it? Who owns it? Who uses it? BBC iplayer is a streaming platform that can be accessed via online, TV, Smartphone or tablet. The idea of it is to stream catch up TV or live TV. The BBC own it and it was developed in 2007. The platform is used by a variety of audiences. The service is free. Also advert free at the moment as the BBC is a PSB.</p>	<p>6) Theory links Iplayer is part of the 'new media/digital media', however it is still a feature of a corporate power (McQuail) The feature displays to the public that the BBC are front runners in innovative technology (despite the BBC's reputation for being old-fashioned and traditional) Users are in charge - 'lean forward' engagement (Jakob Nielsen) Could lead to the death of 'linear' (scheduled) TV; Shows that audiences are still passive (not all are producers) but this means they can be manipulated or lulled into cultural sedation: Increased influence of TV content: Hypodermic needle Model, Gerbner's Cultivation Theory & Mean World Syndrome</p>
<p>2) Why is it important? What, if any, older/mainstream media has it replaced? Replaces 'linear' (scheduled) TV – the old model where producers decided what people had to watch and when. Gives users control over what they watch and when. Could be a threat to cinema.</p>	<p>7) Brief history- max 30 words Following beta tests in 2005, BBC iPlayer went live on 25 December 2007. On 25 June 2008, a new-look iPlayer was launched, originally as a beta-test version alongside the earlier version.</p>
<p>3) IN THE NEWS –find a recent example of how it has been in the news BBC announced in March 2014 launch of new iPlayer. - regenerated with a new interface and more technological advancements like wider categories of genres and programmes in order to attract more users. Raises questions of the BBC's status as a PSB – should it continue to receive govt money or should it be made to compete in the market.</p>	<p>8) 5 key facts & stats</p> <ol style="list-style-type: none"> 1. Beta version in 2005, went live in 2007 2. Created on Adobe AIR. 3. uses a total of 60 servers to encode its programmes for iPlayer. 4. It uses seven million gigabytes 5. BBC iPlayer handles around 117 million stream requests a month.
<p>4) Pros & cons (ethical, moral) aspects cons: even though it is over the internet and a free service you have to consent to having a TV license in order to watch live streamed programmes. Not available abroad. Programmes are time-limited & can't be kept or copied Pros: users can stream programmes free of charge on multiple platforms.</p>	<p>9) Give 1 or 2 prominent examples of its use & explain the significance of your example(s)</p> <ol style="list-style-type: none"> 1. Stream television you missed- audiences can watch a series that they missed, in turn generating more viewers and higher ratings 2. Free and easy access. People have a wide variety of platforms they can access it on.
<p>5) Main changes & developments Following BBC3's move to be an Internet only channel, iplayer is taking over as the main BBC platform. At first there was a 7 day limit before programmes expired. Now it is 30 days 2014 new I player version makes it available on numerous platforms and screen sizes.</p>	<p>10) 5 quiz revision questions (3 fact-based ones & 2 harder ones) Include detachable answer section box below</p> <ol style="list-style-type: none"> 1. When was the first beta version developed? 2. How many people stream on it a month? 3. What is the main benefit of it? 4. How is i-player changing the nature of TV? 5. Name a con of it?
<p>Quiz answers (fold over to hide this box) 1) 2005, 2) 117 million, 3) free and catch up, 4) makes TV more user-driven with less emphasis on live content</p>	<p>5) TV licence needed for live content/ users can't keep or copy</p>

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FOCUS: AMAZON

<p>1) What is it? Who owns it? Who uses it? Online stores where people can buy or sell. Jeff Bezos invented Amazon. in July 1994. At first it only sold books. Huge expansion of range of items sold. Now sell virtually anything. An online global trading platform. Not present in Africa. The name Amazon has connotations of length, size and global. The first letter "A" is really important for marketing & listings. Now becoming a media production & distribution company.</p>	<p>6) Theory links Amazon is a hegemonic large corporation. Confirms the internet's status as a commercial platform. Globalization – so could be accused of cultural imperialism (spreading Western values); lack of presence in Africa underlines the 'digital divide'. But also Global village Long Tail Model – extends lifespan of older products. Generates echo chamber/filter bubble effects – algorithms build personal data based on browsing & buying habits; Participatory – users can also trade & review.</p>
<p>2) Why is it important? What, if any, older/mainstream media has it replaced? Replaced traditional shopping- Bookstores and supermarkets. Impact on High Street shops; has it also replaced social interaction. (physical market-style trading).</p>	<p>7) Brief history- max 30 words Amazon owner, Bezos founded the company as "Cadabra" on July 5, 1994, (from Abracadabra) however Bezos changed the name to Amazon a year later after a lawyer misheard its original name as "cadaver". Steady growth and expansion. Now one of the world's biggest corporate giants. Kindle (e-reader) launched in 2007. Owns subsidiaries such as Audible.com (audio books and podcast service), Alexa and Amazon Prime</p>
<p>3) IN THE NEWS –find a recent example of how it has been in the news 'Amazon prime video', made headlines by purchasing the rights to air 'The Grand Tour' starring Jeremy Clarkson, Richard Hammond and James May. The successor to 'Top Gear'. They paid a fortune for the rights, however the figure was never released. They have a budget of 4 million per episode. Other successes include the film Manchester by the Sea and the TV series Hand of God, Transparent. Aims to make about 12 low-budget movies a year showing them on Prime Instant Video 3-4 weeks after their cinema release.</p>	<p>8) 5 key facts & stats</p> <ol style="list-style-type: none"> 6. Amazon's logo features a curved arrow leading from A to Z, suggesting that the company carries every product from A to Z, with the arrow shaped like a smile. 7. It is experimenting with using drones for some deliveries. 8. Over the 2000–2010 decade, Amazon developed a customer base of around 30 million people 9. Expansion into Film & TV production mean that it could be a rival to Netflix. Successful cinema ('theatre') releases are then only available on Amazon Prime
<p>4) Pros & cons (ethical, moral) aspects Pros: user-friendly, generates huge revenue. Cons: negative impact on jobs. Accused of poor working conditions & not paying enough tax. They keep data about our purchasing and browsing habits.</p>	<p>9) Give 1 or 2 prominent examples of its use & explain the significance of your example(s) Aims to make about 12 low-budget movies a year showing them on Prime Instant Video 3-4 weeks after their cinema release. This means that Amazon is now becoming a media company and can recruit writing and production talent from across the world, threatening established production companies. e.g. Woody Allen has been signed to make TV series. (-could be a disaster).</p>
<p>5) Main changes & developments Amazon has developed. The company used to only be a trading website, however since 2015 the introduction of 'Amazon Prime' has put Amazon on the video streaming map, generating huge revenue. now a production company though Amazon Studios introduction of 'Prime' service enables consumers to receive benefits like instant video and next day delivery.</p>	<p>10) 5 quiz revision questions (3 fact-based ones & 2 harder ones) Include detachable answer section box below</p> <ol style="list-style-type: none"> 6. Who created Amazon and when? 7. What is on the Amazon logo & why? 8. Name the Amazon version of Top Gear. 9. Why is Amazon criticized? 10. What does Amazon's expansion into TV & Movies mean for the industry?
<p>Quiz answers (fold over to hide this box) 1) Jeff Bezos 1994 2) an arrow from A to Z (=smile, range, joining across distances) 3) The Grand Tour</p>	<p>4) poor working conditions, not enough tax paid, too big & powerful 5) opps for writers & techies, rival to the big players, could drive down quality of shows</p>

E MEDIA ('NEW DIGITAL MEDIA') CASE STUDY
FOCUS: BUZZFEED

<p>1) What is it? Who owns it? Who uses it?</p> <p>Founded in the US in 2006 – viral social news and entertainment company. Spin off from Huffington Post Based on algorithm for detecting most clicked news stories on the web. This automatic ‘buzzbot’ also detects stories with viral potential. Makes money mainly through ‘native’ advertising – ie embedded product-related video and stories; Slogan: The Media Company for the Social Age</p>	<p>6) Theory links</p> <p>Note the link between news, social and entertainment Buried advertising Convergence of content (video/text/ news) Reduction of news events to same level of importance-levelling down. As it’s basically just a vehicle for attracting advertising it is a further example of digital media used as a marketing tool- Hypodermic Needle Model (commercial propaganda) Relies on the shared, participatory nature of the internet</p>
<p>2) Why is it important? What, if any, older/mainstream media has it replaced?</p> <p>Replaces more traditional news sites & traditional advertising. Source of alt news. Acts as a clickbait website (driving users to promotional commercial content); Mostly accessed via social media sites (75%) Its data analysts & engineers are as important as its journalists</p>	<p>7) Brief history- max 30 words</p> <p>founded 2006 2014-16 major capital raising initiatives; expanded news service – youth appeal 2012 launch of own video production company. 2013 extended to allowing users to submit their own content and stories</p>
<p>3) IN THE NEWS –find a recent example of how it has been in the news</p> <p>In Jan 2017 Trump called it ‘ a failing pile of garbage’ – in response to a 35 page dossier it published describing his links with dubious Russian business and alleging dirty tricks in undermining the Democratic Party. Lots of official news outlets had refused to publish the dossier as it was hard to verify the details.</p>	<p>8) Key facts & stats</p> <p>Buzzfeed’s Youtube channel has over 9m subscribers. It’s Facebook food site Tasty has over 80m followers. Receives 75% of its views through social media (Pinterest, Twitter, Facebook) 50% of users are 18-34 year olds; 2.2+ billion monthly video views Pioneered the listicle (<i>clickable user/ ad-friendly articles in list form – ‘10 things you didn’t know about...’</i>)</p>
<p>4) Pros & cons (ethical, moral) aspects</p> <p>Often accused of plagiarism and breaking copyright Content is often adverts without stating that this is the case. Advertising disguised as news. A ‘Trojan Horse’ where news is a decoy to drive users towards advertising. Works by judging content on how viral it will become. The company uses a ‘viral rank’ algorithm to let editors, users, and advertisers try lots of different ideas, which maximizes distribution. Staff writers are ranked by views on an internal leaderboard. So commercial interests are placed above facts, fairness, balance and impartiality.</p>	<p>9) Give 1 or 2 prominent examples of its use & explain the significance of your example(s)</p> <p>one of their biggest stories was The Dress (Feb 2015)– a controversy over the colour of a dress – 28m + views in one day</p>
<p>5) Main changes & developments</p> <p>video content (through Youtube and facebook) are vital users can now submit content and are given ‘cat power’ points according to how many views their content receives.</p>	<p>10) 5 quiz revision questions (3 fact-based ones & 2 harder ones) Include detachable answer section box below</p> <p>1) What type of buzzbot algorithm is used by Buzzfeed? 2) What. Apart from the Trump dossier, was one of its biggest stories? 3) What is the name of the rewards system given to users? 4) What is meant by a story’s viral potential? 5) Explain the term ‘clickbait’.</p>
<p>Quiz answers (fold over to hide this box)</p> <p>1) Viral rank 2) The Dress</p>	<p>3) Cat Power points 4) how likely it is for content to be shared widely & quickly by users 5) Content that encourages visitors to click on a weblink.</p>

E MEDIA ('NEW DIGITAL MEDIA') CASE STUDY

FOCUS: SPOTIFY

<p>1) What is it? Who owns it? Who uses it? Premium and 'freemium' music streaming service. Now expanded to podcast and video. It pays artists according to a formula based on the number of streams (not per play) Widely available in Europe, Americas and Australia & Japan. Cost of premium sub is around £10 per month</p>	<p>6) Theory links User control over streamed content. Participatory & global (Clay Shirky); has almost a global monopoly showing its hegemonic power. Corporate power; brings minimal rewards for artists unless they are really big. Echo chamber (Eli Pariser) – tends to reinforce existing tastes through personalized playlists rather than encourage users to discover new music. Multi-platform and social (emphasis on shared playlists, via geo-location and friends): Uses & Grats Long Tail Model – older tracks & albums continue to be played.</p>
<p>2) Why is it important? What, if any, older/mainstream media has it replaced? Replaces CDs (and cassette mixtapes); substitute radio? Replaces 'pay per play' sites like iTunes Removes the need for illegal peer to peer filesharing and downloading (Napster was famous for this) It took Apple until 2015 before they launched Apple music to compete</p>	<p>7) Brief history- max 30 words invented in Sweden by Daniel Ek & Martin Lorentzon 2008 launches across Europe; 2011 - launches in US 2011 reaches 1m paid subscribers; Facebook integration 2014 row with Taylor Swift over low level of royalty payments originally used individual user servers but now has its own.</p>
<p>3) IN THE NEWS –find a recent example of how it has been in the news Spotify has struggled to make a profit; But it may be too big to fail. Plans to go public with a share offer (IPO) Faces increased competition from Apple Music, Amazon & Google Play Music Only premium subscribers will have access to full catalogue of top albums. Taylor Swift, Radiohead's Tom Yorke & Beyoncé have all at various times withdrawn their songs from Spotify.</p>	<p>8) key facts & stats partnerships with Playstation, Uber etc 2015 Spotify 'on the go': auto selects songs with bpm to match your running speed. 2017: over 75m users worldwide /50m paying subscribers</p>
<p>4) Pros & cons (ethical, moral) aspects Pros music industry took a while to wake up to the reality of music streaming; effective way of combatting piracy (illegal copying) Cons: low levels of reward for artists; record labels get over 55% of royalties Streaming negatively affects musical creativity as the aim is to grab listeners from the start; consequent decline of the long instrumental intro! Leads to domination by a few artists e.g. in March 2017 Ed Sheeran had 16 out of top 20 tracks</p>	<p>9) Give 1 or 2 prominent examples of its use & explain the significance of your example(s) 1) Domination of limited range of songs (e.g. Ed Sheeran): Laura Snapes – music reviewer: "the dominance of streaming rewards passivity – repeat listening – rather than active discovery. Streaming is a measure of a person's available listening time, which concentrates the vote into the hands of a certain group who love playing the same tracks over and over." 2) Taylor Swift's view is that Spotify's market place approach devalues talent and artistic quality. Buying tracks involves commitment by the user. 'Valuable things should be paid for'</p>
<p>5) Main changes & developments The gap between premium and freemium service is getting wider. Freemium carries advertising, has a more limited catalogue and lower audio compression quality. The trend is also towards greater personalization of playlists.</p>	<p>10) 5 quiz revision questions (3 fact-based ones & 2 harder ones) Include detachable answer section box below 1) Name a prominent artist who disapproves of Spotify's funding model 2) Opposite of Premium (a made-up word) 3) Who are its main competitors? 4) Give an advantage of Spotify for the music industry. 5) Why do artists object to Spotify apart from obvious point about low levels of payment?</p>
<p>Quiz answers (fold over to hide this box) 1) Taylor Swift/Thom Yorke/Beyoncé 2) 'Freemium'</p>	<p>3) Apple music, Google Music Play, Amazon Prime Music 4) Avoids illegal copying (piracy) issues 5) 'Free' music devalues its worth as a creative product</p>