This course will survey the development, programming, and audience experience of streamed video. We will focus on five platforms: YouTube, Netflix, Hulu, Amazon and mubi. How has the rise of streaming affected broadcast and cable television? What is their global reach and how has this altered the marketplace? How does binge-viewing compare to cinematic spectatorship and broadcast television viewing? How have streaming services succeeded in garnering prestige for these firms and enhanced their ability to monetize content? What are the stakes of net neutrality in terms of allowing streaming services to deliver content without data throttling?

Register today, non-majors welcome!
Fridays, 10 AM-1:50 PM
SCA 110
Fall 2016, 4 units
Professor Ellen Seiter
Section 18083R

Questions?
Visit the Critical Studies Office in SCA 320
Phone: (213) 740-3334
Email: mediastudies@cinema.usc.edu