

WRITTEN SOURCE 1**The Guardian****Steve Hewlett – Will Netflix really steal traditional TV's crown? (12/06/16)**<https://www.theguardian.com/media/2016/jun/12/will-netflix-really-steal-traditional-tvs-crown>**Task: Read the article and answer the questions below.**

1. What 4 reasons are given to explain how Netflix can be seen to be an Internet era success story?

There are 79 million viewers/ subscribers, it is available in 192 countries, they make billions of dollars in revenue, 5 million subscribers in the first 5 years in UK households. Committed to making original high quality content

2. What is it about TV that Netflix suggests people don't love?

People love TV content but they don't like linear TV structure; i.e. one episode a week

3. How are the changes Netflix are making 'revolutionary'?

They are saying that it is as in historical terms as the invention of TV itself, relatively low cost, pay once a month and moving away from linear scheduling

4. Has Netflix had the same impact on traditional TV viewing in the UK as it has in the US?

No, US has 50 million subscribers and UK love traditional TV (linear)

5. What 4 reasons or statistics are given to show how UK viewing preferences for Netflix and traditional, linear TV compare?

38 minutes of Netflix a day in UK, 3 ½ hrs of linear TV but only 2 ½ for younger generation- Netflix (per day)
1 billion hours of content is broadcasted by Netflix a week, 68 billion hours of content broadcasted linear TV

6. How much have Netflix spent on content and original content respectively?

\$10 billion spent on content, \$1.4 billion on original content

7. What is Netflix's 'strategic vulnerability'?

Already established players have internet based on demand viewing of their own, e.g. Amazon Prime and Hulu. Daytime TV channels are accessing online streaming with HBO GO. The more successful Netflix becomes the higher the cost for licensing the shows will be.

8. Which 2 factors are at play that, according to the writer of the article, do not go in Netflix's favour?

Lucrative deals are already in place for places like HBO and ShowTime, and deny Netflix access to new shows. Their success is still dependant on playing for licenses for TV shows and films.

WRITTEN SOURCE 2:

The Guardian

Dan Gilmore - **Ways of watching: How technology is changing our TV habits** (15/02/13)

<https://www.theguardian.com/commentisfree/2013/feb/15/ways-watching-technology-television>

Task: Read the article and answer the questions below.

1. What is 'time-shifting' and why might audiences like it?

Time shifting is the act of fast-forwarding and rewinding, allowing adverts to not be viewed and you can watch a years-worth of episodes in one sitting.

2. How does 'binge-watching' help audiences catch up with popular dramas?

You can catch up on programmes often after they have been premiered. You can view many episodes in one sitting, it can also be watched on different platforms and devices.

3. What does the writer prefer to call 'binge-watching'?

Immersive viewing

4. In which 2 ways does 'immersive viewing' (time-shifting/binge-watching) affect traditional TV models?

Get away from the weekly, the viewers don't have to wait weekly for the next episode

No Commercial viewing

5. What/who does the writer compare the 'next generation of professional motion picture storytellers' to?

They will be liberated from the weekly format, just as blogging and other online media liberated newspaper journalists from the 24-hour news cycle. With Netflix's streaming, story cycles can last as long as they need in order to tell the story.

6. How does the long form TV series House of Cards fit into the format of 'unlimited story cycles'?

As it has self-contained dramas with story arcs that allow for developments of characters and subplots this can then be easily turned into films.

7. What does this shift in the way we view TV bring for audiences?

A golden age of storytelling in a serial format as you are able to view what you want at any time unlike with traditional TV trying to make it difficult.

8. What has new digital technology enabled with Video on Demand?

The ability to record dozens of hours of programs that you could watch at any time, meaning people will always have something interesting to watch.

9. Why is the writer worried about issues of privacy and streaming?

That they are letting big companies and by extension, the government know what we read and see in an online world. He thinks we need to find a way of watching and reading anonymously.

WRITTEN SOURCE 3:

Netflix Media Centre

Erin Dwyer – Ready, Set, Binge (17/11/17)

<https://media.netflix.com/en/press-releases/ready-set-binge-more-than-8-million-viewers-binge-race-their-favorite-series>

Task: Read the article and answer the questions below.

1. How has Netflix changed the way the world engages with stories?

Viewers watch when, where, whenever and how they want. They also can watch it at whatever pace they want

2. What kind of fan has this given rise to?

The Binge-Racer

3. What characterises the 'binge-racer'?

They strive to be the first to finish by speeding through an entire season within 24hrs of its release

4. How many members have chosen to 'binge-race' on Netflix?

8.4 million members

5. Which kinds of content do binge racers like to watch?

They like to watch 30 minutes – 1-hour worth of content and any genre, but mostly comedy and thriller

6. Are differences in consumption preferences dependent on where the viewer is globally? Give some examples in your answer.

Top countries were identified as those with the highest % of members who are binge-racers. Binge-race ranking has no relation to overall country membership. E.g. Korea's binge-race show was *Marvel Defenders*

7. Which country has the most binge-racers and what is the most 'binged' drama?

Canada is the most popular binge-racer country, and the most binged show is *The Trailer Park Boys*, created in Canada

8. List 5 of the top 20 binge rated shows that you have seen. Is your set product in the top 20 list?

Gilmore girls (no.1); stranger things (no.10); house of cards (no.16); fuller-house (no.2); Marvels- The Defenders (no.3); the seven deadly sins (no.4); the ranch (no.5).

9. What are the top 5 countries for binge racing?

No.1 Canada no.2 USA no.3 Denmark no.4 Finland no.5 Norway UK is no.12

10. Why has the concept of binge racing grown more than 20 times in the last 4 years? What reasons can you give for this?

More Netflix originals, streaming services and availability, fan activity can be seen to advance the experience, part of Netflix community and addictive combination of streaming TV and long form story telling

The impact of digital technology – Is Netflix changing TV?

Feedback Grid

You have now considered a number of different ideas about the ways in which digital technologies, and Netflix as an example of an online streaming platform, can be seen to change how long form TV dramas are broadcast and viewed by audiences.

Use the grid below to record the 5 key points about technology, Netflix, TV viewing and some of the issues associated with this from each of the 5 sources we have studied.

Newsweek - How Netflix Changed TV (29/04/17)

Business Insider - How Netflix is Killing traditional TV (06/01/15)

Steve Hewlett – Will Netflix really steal traditional TV's crown? (12/06/16)

Dan Gilmore - Ways of watching: How technology is changing our TV habits (15/02/13)

Erin Dwyer – Ready, Set, Binge (17/11/17)

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Delivery Guide (Learner Resource)

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