

1. Record Nr.	UNINA9910746100803321
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Titolo	Netflix and the Re-invention of Television // by Mareike Jenner
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	3-031-39237-X
Edizione	[2nd ed. 2023.]
Descrizione fisica	1 online resource (306 pages)
Disciplina	791.4509051
Soggetti	Television broadcasting Digital media Television Studies Digital and New Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1.Introduction to the Second Edition -- 2. Introduction to the First Edition.-3.Introduction: Controlling Television: TV's Ancillary Technologies -- 4. Managing Choice, Negotiating Power: Remote Controls -- 5. New Regimes of Control: Television as Convergence Medium -- 6. Digital Television and Control -- 7. Introduction: Binge-Watching and the Re-invention of Control -- 8. Scheduling the Binge -- 9. 'Quality' and the Netflix Brand -- 10. Diversity, Netflix and the Binge -- 11. Introduction: Netflix and the Re-invention of Transnational Broadcasting -- 12. The Transnational and Domestication: Netflix Texts -- 13. Transnationalising the Franchise.-14. The Netflix Audience -- 15. Conclusion: The More Things Change.
Sommario/riassunto	"Updating the successful 2018 book, this new edition of Mareike Jenner's work is a must-read for those wanting to understand the cultural significance of SVoD television, a phenomenon powerfully shaped by Netflix. Identifying the central innovations exploited by Netflix in particular – technology-driven changes in audience-provider interfaces, on-demand delivery and binge-watching, and unprecedented transnational engagement – this book unlocks and probes the capacities that most distinguish the television era that Jenner was first to label 'TV IV', making a cutting-edge contribution to

contemporary TV Studies.” —Trisha Dunleavy, Associate Professor in Media Studies and Communication, Te Herenga Waka/Victoria University of Wellington, New Zealand This book deals with the ways Netflix influenced the contemporary television landscape and built the infrastructures of streaming. It focusses on various ways Netflix reconceptualises television as part of the process of TV IV. As television continues to undergo a myriad of changes, Netflix has proven itself to be the dominant force in this development, simultaneously driving a number of these changes and challenging television’s existing institutional structures. This comprehensive study explores the pre-history of Netflix, the role of binge-watching in its organisation and marketing, and Netflix’s position as a transnational broadcaster. Netflix and the Re-invention of Television illuminates the importance of Netflix’s role within the processes of TV IV. This Second Edition highlights the role Netflix plays in the so-called streaming wars and incorporates recent research in television studies. It also re-evaluates the companies’ incorporation of issues of diversity in its focus on middlebrow television. The book also includes a new chapter on the transnational streaming franchise, networks of texts developed internal to platforms to build infrastructures of transnational streaming. Mareike Jenner is a Senior Lecturer in Media Anglia Ruskin University, UK. Her work focusses on streaming and contemporary television as well as issues of middlebrow culture. Her work includes the edited collection Binge-Watching and Contemporary Television Studies (2021) as well as the monograph American Detective Drama (Palgrave Macmillan, 2015) and the forthcoming Recycling Middlebrow Culture: Action TV Re-Boots (2024).

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