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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Fast, cheap, and hypermobile: digital distribution and the future of cinema. Coming soon to a computer near you: digital delivery and ubiquitous entertainment -- Restricting and resistant mobilities: negotiating digital delivery -- "Make any room your tv room": digital delivery and media mobility -- Breaking through the screen: 3D, avatar, and the future of moviegoing -- Redbox vs. red envelope, or closing the window on the bricks and mortar video store -- The Twitter effect: social media, and digital delivery -- Indie 2.0: digital delivery, crowdsourcing, and social media -- Reinventing festivals: curation, distribution, and the creation of global cinephilia -- Conclusion.
Sommario/riassunto	The movie industry is changing rapidly, due in part to the adoption of digital technologies. Distributors now send films to theaters electronically. Consumers can purchase or rent movies instantly online and then watch them on their high-definition televisions, their laptops, or even their cell phones. Meanwhile, social media technologies allow independent filmmakers to raise money and sell their movies directly to

the public. All of these changes contribute to an "on-demand culture," a shift that is radically altering film culture and contributing to a much more personalized viewing experience. Chuck Tryon offers a compelling introduction to a world in which movies have become digital files. He navigates the complexities of digital delivery to show how new modes of access-online streaming services like YouTube or Netflix, digital downloads at iTunes, the popular Redbox DVD kiosks in grocery stores, and movie theaters offering digital projection of such 3-D movies as *Avatar*-are redefining how audiences obtain and consume motion picture entertainment. Tryon also tracks the reinvention of independent movies and film festivals by enterprising artists who have built their own fundraising and distribution models online. Unique in its focus on the effects of digital technologies on movie distribution, *On-Demand Culture* offers a corrective to address the rapid changes in the film industry now that movies are available at the click of a button.
