Television in an Era of Streamed Content:
New Business Models and Cultural Practices

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I will summarize various convergence processes and levels in the television sector, and examine market data and structures. Furthermore I will summarize the results of different audience studies that I have conducted during the past three years. Film and television shows are meanwhile distributed online via Video-on-Demand platforms such as Netflix or Amazon Prime Video. The first audience study has dealt with the use of VoD-platforms in Germany investigating user rituals, user motivation to watch films and TV shows on online-platforms, and the meaning of VoD in everyday life. Most of the participants in this study reported that they mainly watch TV drama series at Netflix or Amazon Prime. Therefore the second audience study focused the online use of television drama series of individuals and couples elaborating the phenomenon of binge watching. The third study looked at the consumption of audiovisual content in different age groups. In relating the audience practices to the new structures of the television market I will shed light on the state of television in an era of streamed content.

Bio
Lothar Mikos is Professor of Television Studies in the Department of Media Studies at the Filmuniversity Babelsberg in Potsdam, Germany. He was the managing director of the Erich Pommer Institute for Media Law, Media Economy and Media Research (2010-2014) and served as chair of the television studies section of ECREA (2009-2016). His main areas of work are Economy of the International TV Format Trade, Television Series Worldwide, Digital Distribution, (De-)Convergence Culture, Popular Television Genres and Formats, and Audience Studies. He has published widely including most recently in Continuum - Journal of Media and Cultural Studies, Northern Lights: Film & Media Studies Yearbook, or in Media and Communication.

Further info: http://www.filmuniversitaet.de/de/studium-bewerbung/master/av/lehrende/pdb/detail/0/0/mikos-lothar/1.html

Background publications:
http://www.tandfonline.com/doi/pdf/10.1080/10304312.2015.1068727