Value Chain Dynamics Working Group

Charlie Fine & Natalie Klym, MIT
Marcelo Souza, Globo

- Industry ecosystems: current focus on future of television/video, system dynamics modeling of industry disruption

- Workshop: The Rise of Innovative Content
  - 11:30-1:00 in this room
  - Lunch served at 1:00

The rise of innovative content

- Innovation = the introduction of new attributes that derive from the properties of the Internet

- Services "like" YouTube, Twitch TV, Vine, Periscope are redefining television as an industry and a social institution

Television as a social institution

- Raymond Williams: television is "a technologically synthetic response to a set of newly emergent and radical, social, political and economic needs."

- Andy Lippman: a social action has been mapped onto the Internet in a way that allows it to become scalable and pervasive, a new model.

  - What emergent social needs are these services responding to?
  - What social actions have been mapped onto YouTube, Twitch, etc.?

Early television

- "met the needs of a new kind of society, especially in the provision of centralized entertainment and in the centralized formation of opinions and styles of behavior…In its character and uses [television] exploited and emphasized elements of passivity, a cultural and psychological inadequacy, which had always been latent in people, but which television now organized and came to represent."

Raymond Williams, *Television*, 1974

New media

- "Pure consumption of media was ... just a set of accumulated accidents, accidents that are being undone as people start hiring new communications tools to do jobs older media simply can't do....For the first time in history, the younger cohort is watching less TV – young populations with access to fast, interactive media are shifting their behavior away from media that presupposes pure consumption"

    Clay Shirky, *Cognitive Surplus*, 2010

- This shift from distribution to circulation signals a movement toward a more participatory model of culture, one which sees the public not as simply consumers of preconstructed messages but as people who are shaping, sharing, reframing, and remixing media content in ways which might not have been previously imagined.

    Jenkins et al, *Spreadable Media*, 2013