The Prince Alwaleed Bin Talal Bin Abdulaziz Alsaud Center for American Studies and Research (CASAR) and the Media Studies Department cordially invite you to a lecture entitled

A View from the Cloud
Watching Television in the Digital Era

By Dr. Jennifer Holt, University of California

Tuesday, October 30, 2012 | West Hall, Auditorium A | 5:00 – 7:00 pm

Watching and distributing television is becoming increasingly dependent on “the cloud.” Streaming media platforms are luring audiences away from traditional, linear viewing practices and spaces to new models of mobile, socially-networked, digital forms of consumption. This phenomenon of “connected viewing” has begun to markedly affect business models, narrative development, marketing tactics, audience measurement metrics, and ultimately, our cultural experience of television. This presentation looks at the impact that new models of digital distribution are having on the television industry (particularly in the U.S.), and the survival strategies that are currently being cultivated by Hollywood studios, networks and content providers to adapt to the digital media landscape. The ways in which regulatory policy will have an impact on digital distribution and connected viewing strategies will also be addressed, particularly in relation to broadband infrastructure and data storage. These policies will ultimately decide the future dimensions and viability of television in the digital space – for content providers and distributors, as well as for consumers of mobile, networked digital media.

Jennifer Holt is Associate Professor of Film and Media Studies at the University of California, Santa Barbara. Her current research explores the inability of regulatory policy to keep pace with digital media technologies. She is the author of Empires of Entertainment (Rutgers, 2011) and co-editor of Media Industries: History, Theory, Method. Her work has also appeared in journals and anthologies including Film Quarterly, Jump Cut, Moving Data, and Media Ownership: Research and Regulation. She is also Director of the Carsey-Wolf Center’s Media Industries Project at UCSB.