

FLM353 Video on Demand: From Netflix to Disney Plus

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

FLM353 Video on Demand: From Netflix to Disney Plus looks at what happens to film and television in an era when audiences are consuming content through streaming services, on their laptops, or even on their phones. How does the making and consumption of film and TV change because of streaming? This course invites students to engage with these questions.

Topics:

- Key industry players
- Windowing
- Types of Video-on-Demand services
- Netflix
- Data and Content
- Disney
- Streaming wars
- Advertising
- Niche streamers
- Streaming in Southeast Asia
- Impact of streaming
- Streaming Challenges

Textbooks:

On Demand Culture: Digital Delivery and the Future of Movies. By Chuck Tryon. Publisher: Rutgers UP
Chuck Tryon Rutgers University Press
ISBN-13: 9780813561110

FLM353 Study Guide
ISBN-13: SG-1713

Learning Outcome:

- Demonstrate the interplay between social, economic, and political factors and the streaming industry.
- Analyse key case studies of distribution, exhibition, and promotional practices in streaming.
- Examine perceptions of streaming.
- Formulate cohesive evaluations of different models of streaming.
- Prepare an assessment of how technology impacts streaming.
- Use relevant information from multiple sources to write a considered response on streaming.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	25
	TUTOR-MARKED ASSIGNMENT 2	25
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.