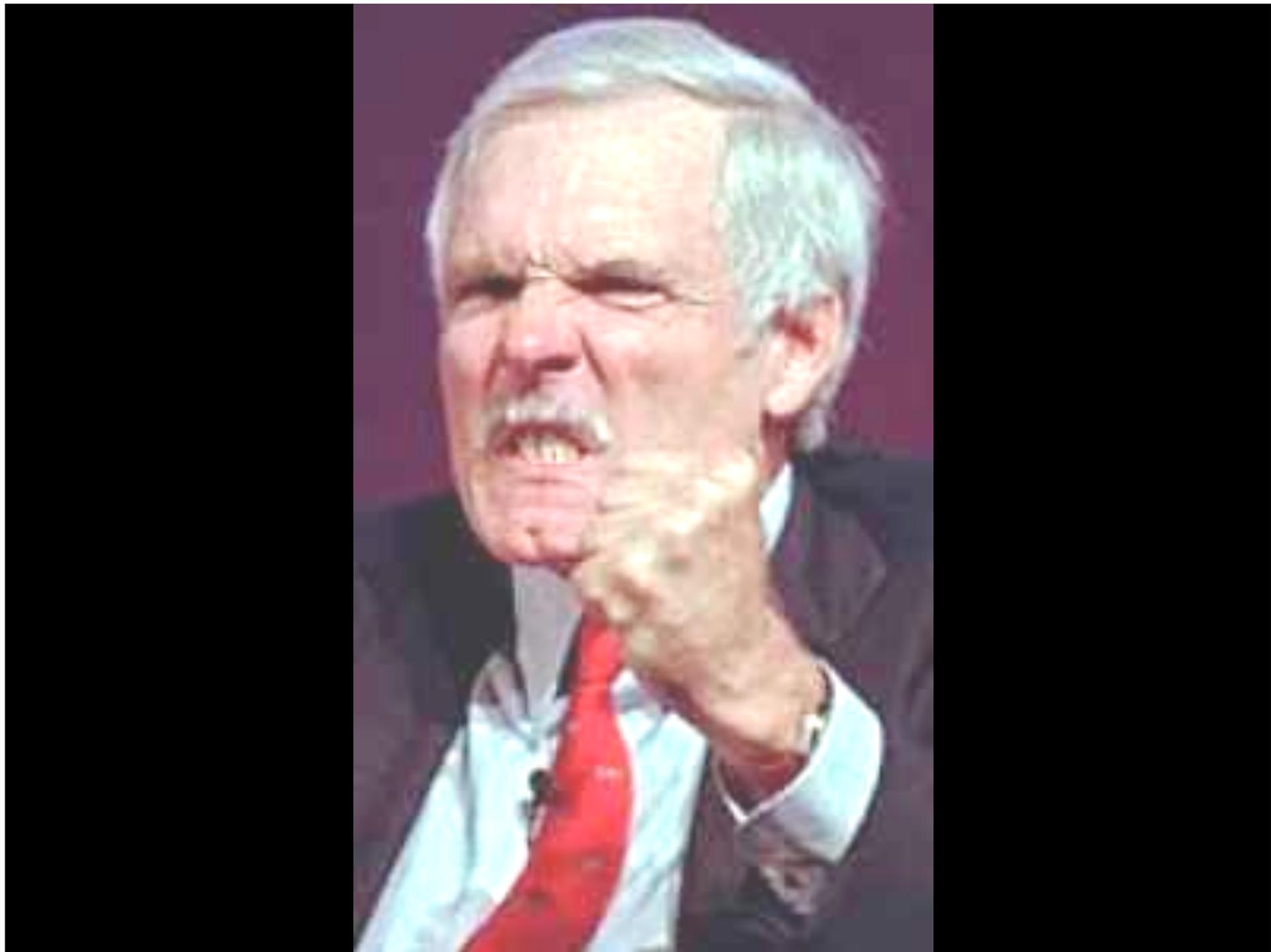


# The Television Will Not Be Revolutionized

Christian Sandvig  
University of Illinois



PHOTOGRAPHY BY: KAILASH DHAKAL / KLASH | [HTTP://WWW.KLASHDESIGN.COM](http://www.klashdesign.com) | [HTTP://WWW.FLICKR.COM/PHOTOS/KLASH/](http://www.flickr.com/photos/klash/)



“too weird”



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YouTube - i are cute kitten

http://www.youtube.com/watch?v=\_ZSbC09qgLI

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0:02 / 1:37

This is a video response to [Gorgeous Tiny Chicken Machine Show \(Episode 2\)](#)

★★★★★ 9,125 ratings

1,987,026 views

kind of yo  
subscribi  
family wo  
kitten so  
to ...

**assumptions**

the distribution bottleneck  
has been solved

online video is nothing like  
television programming

the most important content  
is user-driven

outline

**the return of flow**

television under construction

video killed the internet star



flow is the defining characteristic of  
broadcasting, simultaneously as a  
technology and as a cultural form.  
(Raymond Williams, 1974)

‘an evening’s viewing’ is in some ways planned, by providers and then by viewers, as a whole...[it is] planned in discernible sequences which in this sense override particular programme units

The Internet,  
which was thought to be  
a TV killer,  
is turning out to be  
its wingman.

Brian Stelter  
New York Times

Google

YouTube - i are cute kitten

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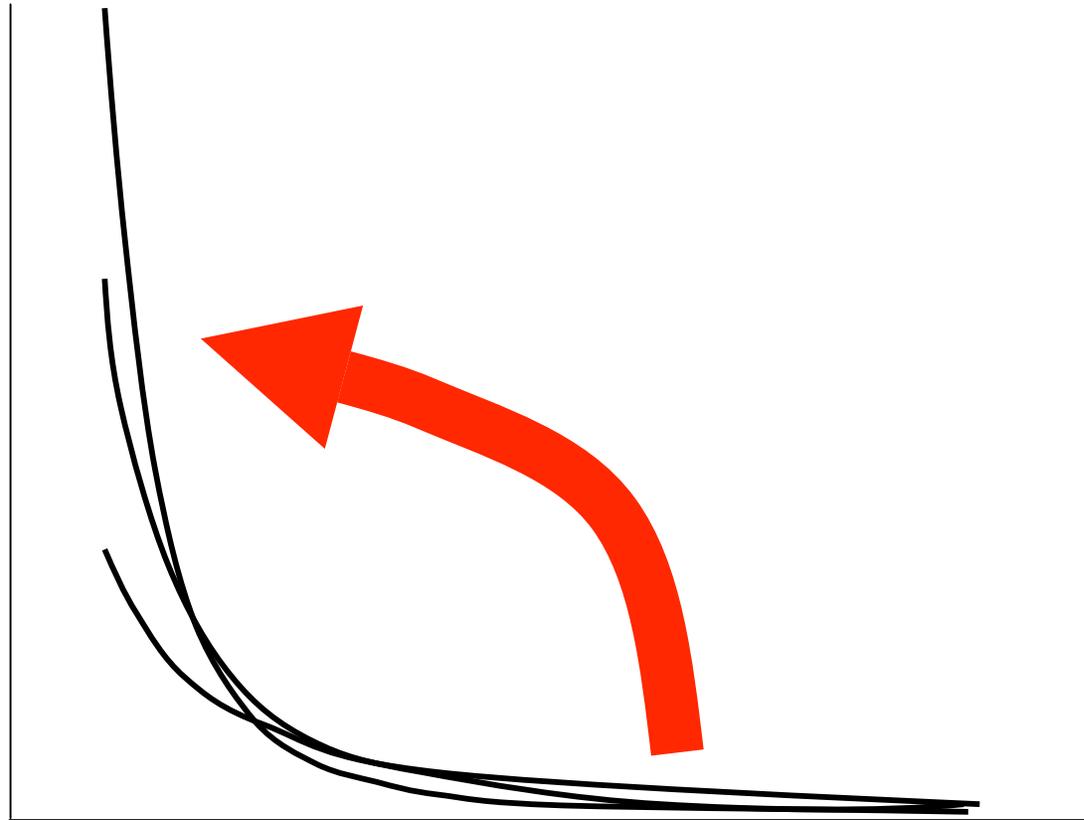
comScore March 2011:

Google/YouTube video properties  
reach 82% of US online video viewers

comScore March 2011:

Google/YouTube's 1.9 billion  
monthly US video views  
is one order of magnitude larger  
than its nearest competitor (AOL).

Audience



Sources

# Best card trick in the world

From: [ultradeepbase](#) | Aug 5, 2006 | 15,420,007 views

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ultradeepbase

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From: jetsetshow

Views: 11257459

3:18

Featured video



3:16

**Charlie Bit My Finger  
- Regional News -  
Introducing Jasper**



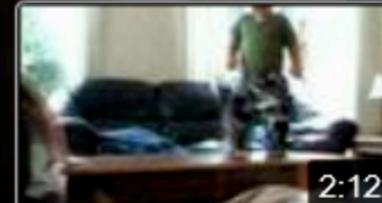
2:17

**Just Jasper**



3:12

**Charlie Bit Me -  
Frequently Asked  
Questions**

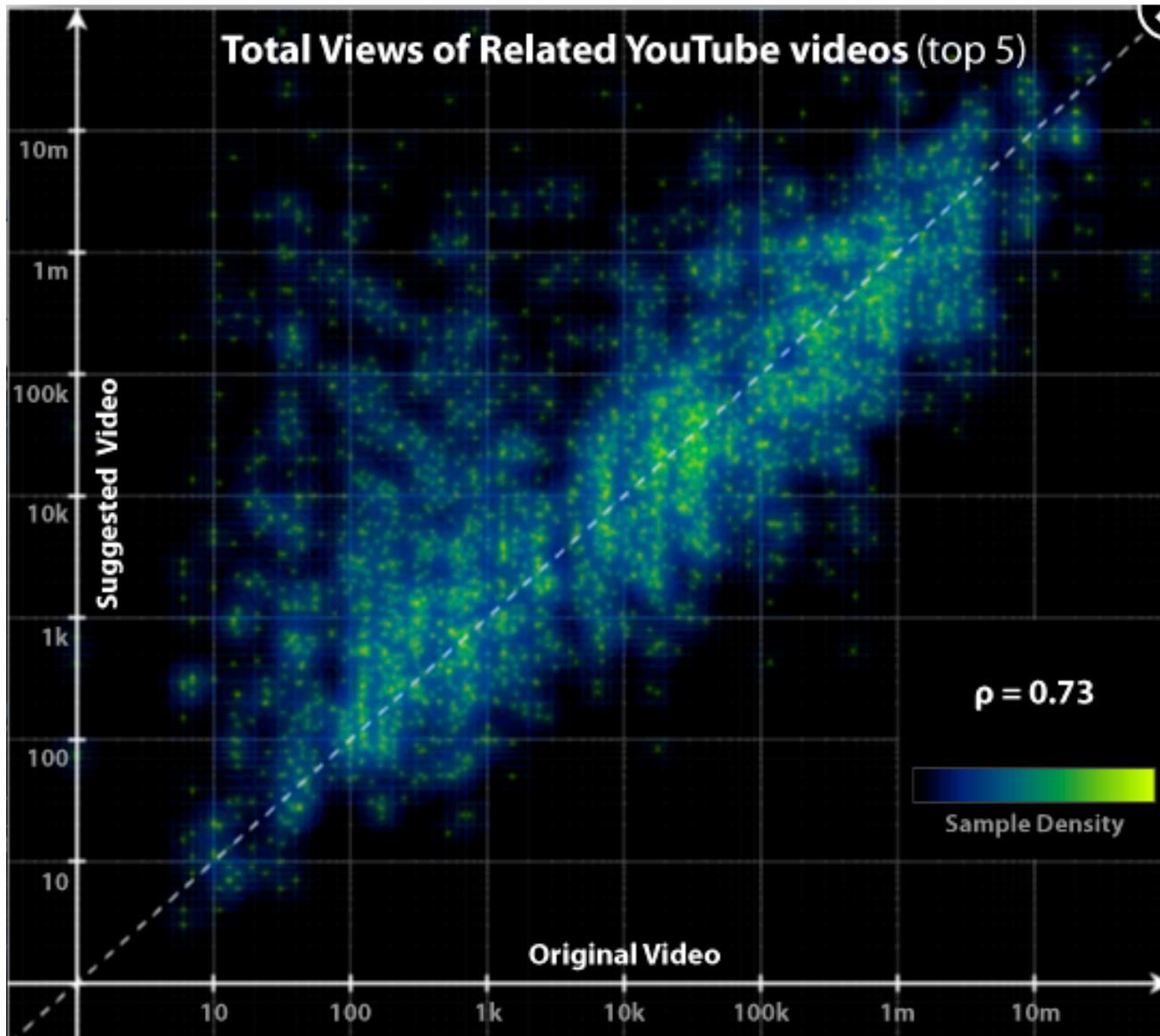


2:12

**Charlie Commando  
Training**

  0:56 / 0:56

 480p 



SOURCE: Steven Wittens (2009)



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passive mode,  
sit back, and watch.”

Margaret Stewart  
Head of User Experience  
YouTube

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- (HQ) MEW Victorious Featurette - Victoria Just...**  
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LilGleamie
- Victoria Justice singing A Thousand Miles**  
14,114 views

A man with a muscular build is performing on a stage. He is wearing a red t-shirt with the word "Crew" on it and blue jeans. He is standing in a spotlight that illuminates him against a dark background. The text "Inspirational Comedian Judson Laipply The Evolution of Dance" is overlaid on the bottom left of the image.

Inspirational  
Comedian  
Judson Laipply  
The Evolution of  
Dance

# Evolution of Dance

Pokemon theme music video

Quick Change Artists on America's Got Talent

Guitar

Hey clip

Real Life Simpson's Intro

Urban Ninja

OK Go – Here it Goes Again

University of Nebraska, Lincoln – Dady

Ronaldinho: Touch of Gold

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VEVO

0:00 / 3:45 480p

Justin Bieber - Baby ft. Ludacris

Lady Gaga - Bad Romance

Waka Waka (This Time for Africa)

Eminem - Love The Way You Lie

Charlie bit my finger - again !

Eminem - Not Afraid

Miley Cyrus - Party In The U.S.A.

Justin Bieber - Never Say Never ft. Jaden Smith

Tootin' Bathtub Baby Cousins

Pitbull - I Know You Want Me (Calle Ocho)

Justin Bieber - Baby ft. Ludacris

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Tootin' Bathtub Baby Cousins

Pitbull - I Know You Want Me (Calle Ocho)

**Bubbles, Bubbles,**



*The* **Tootin' Cousins Bathtub Duet**

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May 4, 2011



**Announcement:** Demand Media Taps Crid Yu To Drive Strategic Partnerships  
May 3, 2011



**Blog:** LIVESTRONG.COM's "ULTIMATE YOU" is our ultimate reward  
Apr 27, 2011



babies

farts

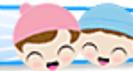


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Adorable baby cartoons and animations. The cutest babies singing silly songs, funny parodies, and much more. FlowGo, the free site that makes you smile, adds new baby cartoons every day.

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### [Pootin' Tootin' Luau Louie](#)

1726



Rated: G | 1940 comments

Pootin' Tootin' Luau Louie the smelly Ukulele-playing baby reworks the timeless Don Ho's classic song "Tiny Bubbles." "Tiny bubbles, in the tub, you can smell them, when they rise up. Tiny bubbles, made an oops! Thought I farted, but I saw a floater, I went poop!" Brown torpedoes, away!

### [Poddy Training](#)

515



Rated: G | 822 comments

Baby is poddy training and not too happy about it and his farting proves it. He wants a magazine and a fuzzy mat for his feet, even a TV to pass the time. Then the poor kid runs out of toilet paper. After all, it's his potty and he'll cry if he wants to--you would cry too if they did this to you.

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Rated: G | 390 comments

This adorable baby parody is all about breast feeding!

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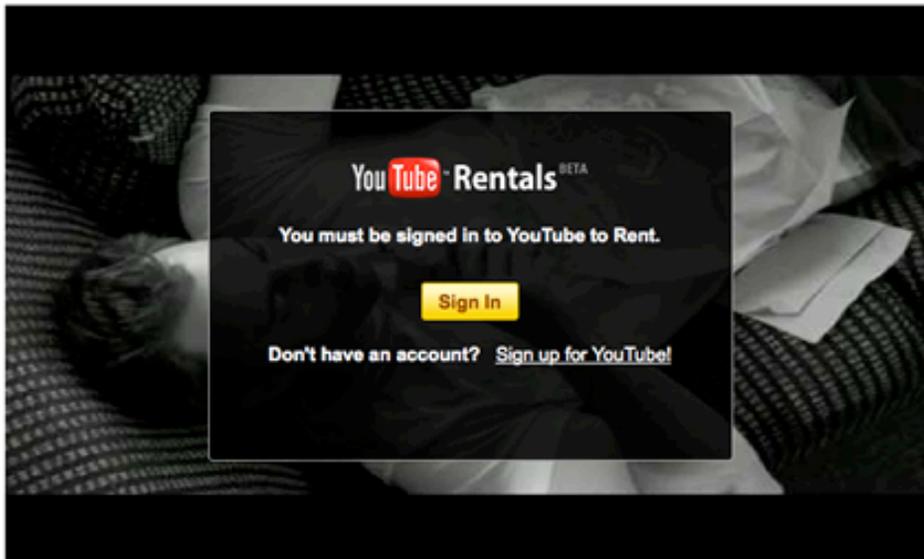
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## Google 24/7

Searching for answers

# WSJ: Google to spend \$100 million on original YouTube content

Posted by [Seth Weintraub](#)

April 6, 2011 4:37 PM

**Its acquisition of Next New Network is just the start.**

Google (**GOOG**) has always cut a pretty clear line between "organizing the world's information" and creating it.

However, a recent significant **purchase of**



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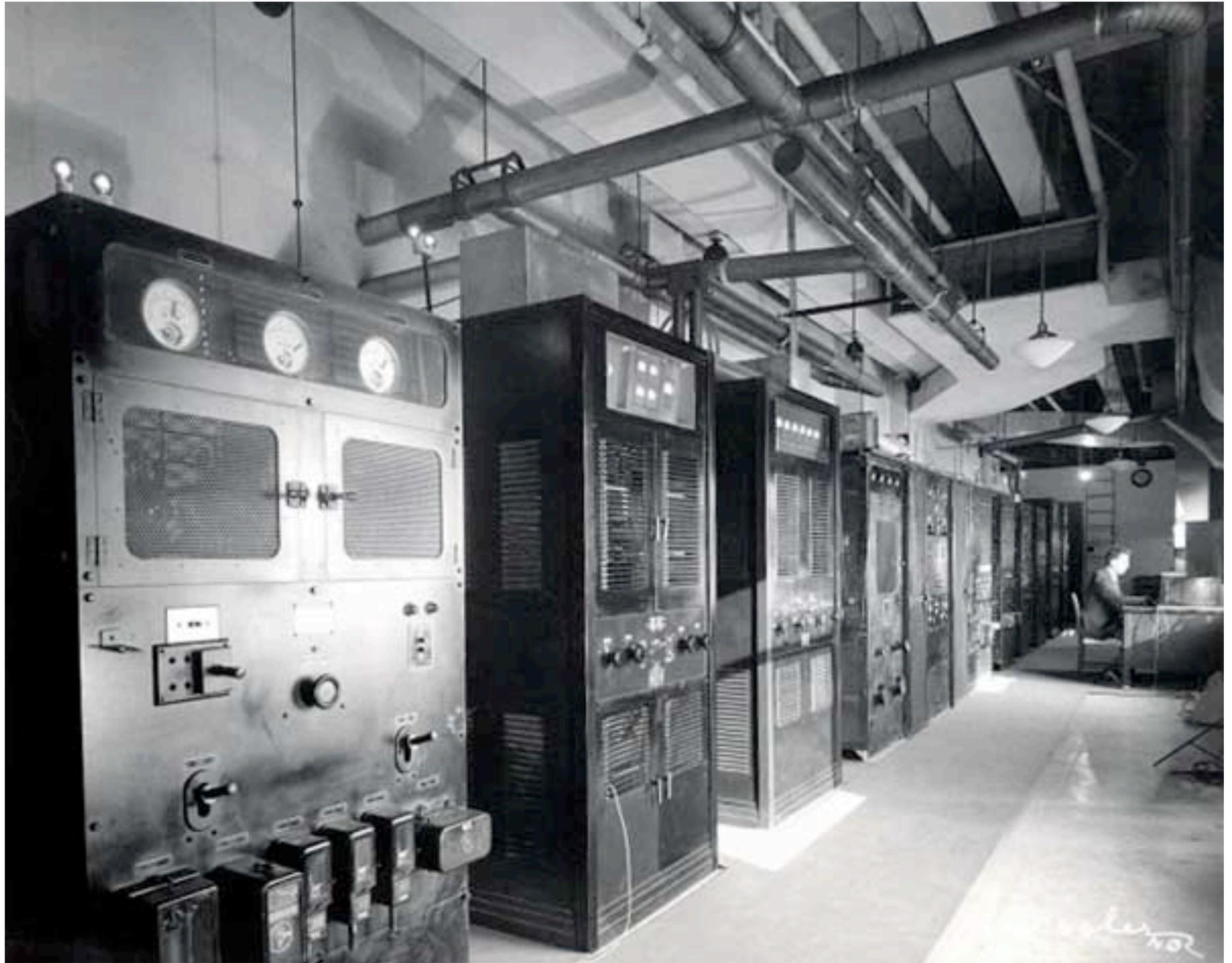
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# The idea of “television distribution”

(Sterne 1999)

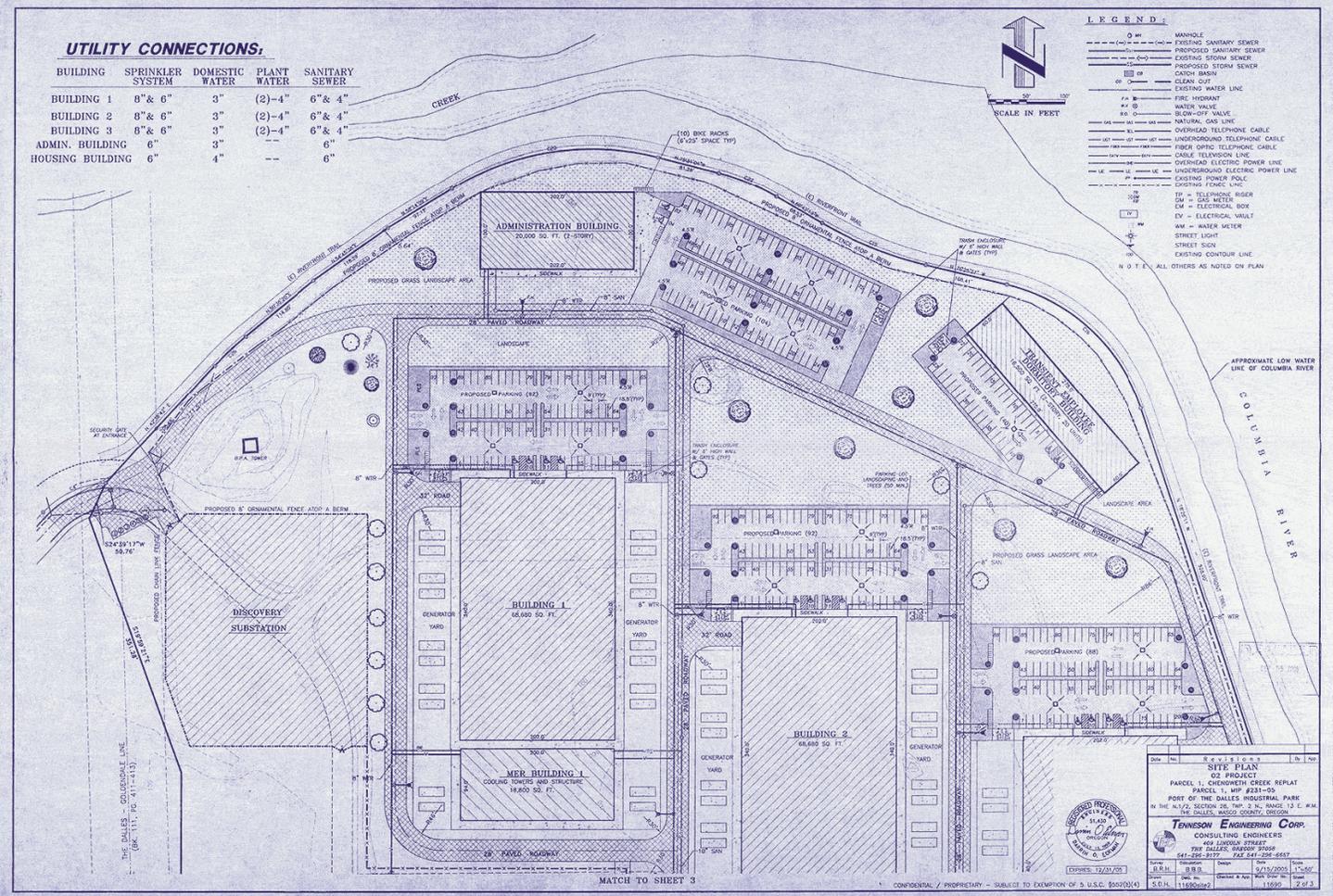






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BUILDING 1	8" & 6"	3"	(2)-4"	6" & 4"
BUILDING 2	8" & 6"	3"	(2)-4"	6" & 4"
BUILDING 3	8" & 6"	3"	(2)-4"	6" & 4"
ADMIN. BUILDING	6"	3"	--	6"
HOUSING BUILDING	6"	4"	--	6"



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