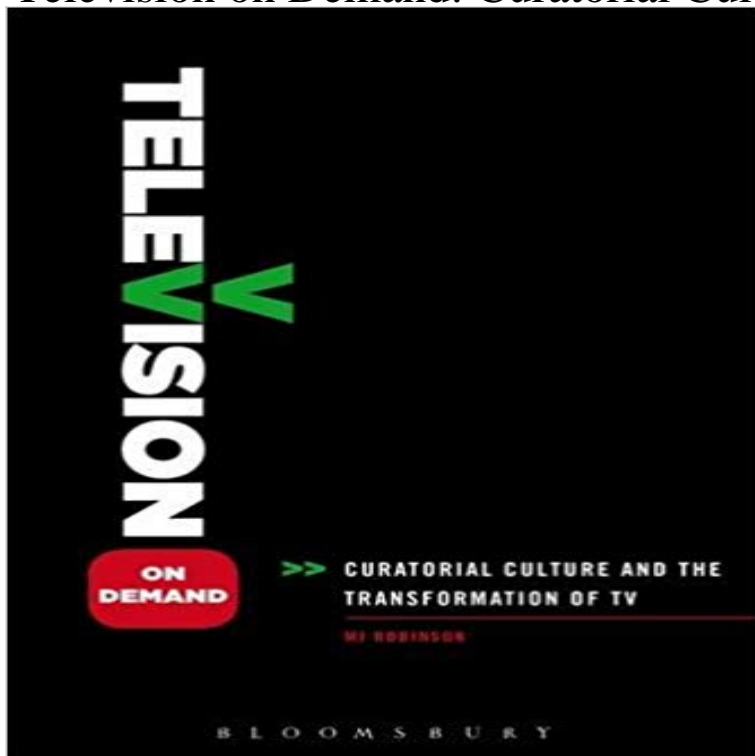


# Television on Demand: Curatorial Culture and the Transformation of TV



The rise of a curatorial culture where viewers create their own entertainment packages and select from a buffet of viewing options and venues has caused a seismic shift for the traditional television industry. Television on Demand examines how we have reached this present moment, and considers the viable future of this crucial culture industry. Today's viewers create their own viewing schedules, wait to watch entire seasons in marathon viewing sessions and stream shows to their mobile devices. Since the beginning of broadcasting, radio and television producers have pushed their shows to audiences in controlled environments that end in a discrete and quantifiable site to be transformed into advertising rates. While audiences clamor for more story-driven and scripted entertainment, their new viewing habits undermine the dominant economic structures that fund quality episodic series. This leads to an empowered audience that realizes its means of control of how it consumes media, as well as a new way of looking at the industry we have traditionally and currently call television.

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