

Web 3.0

1. A new term that is emerging is that of web 3.0
2. Whilst web 2.0 highlighted such things as social networking and the participatory nature of the Internet and communication tools and mobile devices.
3. And web 1.0 was the first generation of the web
 - Which involved building the web, making it accessible, commercialising it
4. Web 3.0 refers to the intelligent web
5. Web 3.0 is the idea that the Internet understands the pieces of information it stores and makes logical connections
6. It is about the web becoming smarter, knowing you better from your browsing history

Meme

1. A meme is an idea, behaviour or style that spreads from person to person within a culture
 2. The word meme originated with Richard Dawkins 1976 book *The Selfish Genes*
 3. It is about things that are copied, but people don't always copy perfectly
 4. They may be modified, refined or combined with other memes to create new memes
 5. An Internet meme is a concept that spreads from person to person via the Internet
 6. Through things like Emails, blogs, Facebook, Twitter, forums, and sites like YouTube
1. Gangnam style like other videos was a corporate top-down traditional campaign.
 2. By contrast, the grassroots, bottom-up Harlem Shake has been described as a symbiotic viral meme

YouTube- What is it

1. YouTube is a video-sharing website with its headquarters in California
2. It was created in 2005, and bought by Google in 2006 for US\$1.65 billion
3. It enables users to upload, view, share videos and makes use of technology to display video clips, TV clips, music videos, video blogging, short original videos, educational videos
4. There are corporations and individuals who use and uploaded to YouTube
5. Some call it a space for commercialisation
1. Others argues that it builds communities – whilst others suggests it fails to build communities
2. Some suggest that it acts as an agent for self expression

New possibilities

1. Mashups highlight the possibilities that exist e.g. cassette boy
2. Mashups are videos sliced together
3. Some are cinema in mini form such as the trailer for Quentin Tarantino's *Grindhouse*

Busy space

1. YouTube highlights the hyper intensified digital era where to stand out, you have to be something that grips – on YouTube

Videos on YouTube

1. The first video was Me at the Zoo by co-founder Karim at San Diego Zoo uploaded April 2005
2. The site grew rapidly and in July 2006 there were more than 65,000 videos being uploaded every day.
3. YouTube is the dominant provider of online video in the US.
4. IN 2008 YouTube reached an agreement with MGM, Lions Gate Entertainment and CBS
5. Which allowed companies to post full length films and television episodes on the site
6. Accompanied by advertisements

Independent creators and companies

1. Individuals and companies both use YouTube to grow audiences
2. YouTube's revenue sharing Partner program made it possible to earn a living as a video producer

Music videos on YouTube

1. Music videos have undergone shifts in technologies and cross-pollination with other media
2. In the 1980s and 1990s there were a few satellite services like MTV where music videos could be seen

Censorship

1. Directors and artists tailored their work to meet strict broadcasting regulations.
2. For example, no alcohol or product placement was supposed to appear on MTV
3. Most submissions therefore did not pass and were not shown
4. However, today music videos are dispersed across a number of commercial websites and there is little vetting on the clips.

Defining music videos

1. YouTube makes it difficult to decide what is a music video and what is not
2. But we can think about Wittgenstein's ideas of genres being made up of family resemblances and apply it to music videos

Specific music videos

1. New visual technologies often appear first in music videos

Current form

1. In contemporary music videos, so much is built around the character but the eyes still need to focus on the camera, as well as the words being sung.

Intertextuality

1. Music videos have always been self-reflexive and intertextual

TV online

1. Digital cinema is about the use of digital technology to distribute or project motion pictures

Netflix

1. Founded in 1997 with a monthly subscription
2. In 2007 it began to move away from the original business model of mailing DVDs and introduced video on Demand via the internet
3. It has played a prominent role in independent film distribution

Services

1. Film and television are offered to subscribers through the internet and US mail.
2. But also produces films and television programmes
3. For example, in 2013 Netflix in collaboration with DreamWorks Animation agreed to produce a new animated series called Turbo Fast based on the film Turbo.
4. The Walt Disney company announced the television series Star Wars: The Clone Wars would release its sixth and final season on Netflix and the Clone Wars Feature film .
5. September 2014 Netflix announced it would be produced and releasing their original film
6. Sequel to Crouching Tiger Hidden Dragon – Crouching Tiger, Hidden Dragon II, the Green Legend for release in August 2015.

Implications

1. The implications of the digital media
2. One implication is the debates and worries around artificial intelligence and whether humans will be replaced by machines

Time and space

1. We have unlimited access to digitally enhanced media available everywhere at all times
2. We can access these as brief moment in films, games, television shows and media is accelerated
3. Which means that the pace and demands of business, work, study, leisure have been increasing
4. And are experienced in ways that begin to quantify things that we do, see and produce.

Stereotypes

1. Another concern is that rather than allowing for new possibilities – such as new representations of gender, race, class, disability
2. The stereotypes of old media reappear in new media