

Disruption in Video Sourcing and Production

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Abstracts

Internet video has shaped the way content creators produce and deliver video to their audiences, from affordable equipment to innovation in storytelling techniques. While YouTube videos have yet to overtake traditional television and movies, the millions of views that popular Internet video stars garner have led to a convergence of traditional media and Internet video. This report explores key factors leading to audience growth in Internet video, identifies areas of convergence between Internet video and traditional media, and assesses the future of video consumption in a digital future.

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