



## Open TV: Innovation beyond Hollywood and the Rise of Web Television (Paperback)

By Aymar Jean Christian

New York University Press, United States, 2018. Paperback. Condition: New. Language: English . Brand New Book. How the internet transformed television Before HBO s hit show Insecure, Issa Rae s comedy about being a nerdy black woman debuted as a YouTube web series The Misadventures of Awkward Black Girl, her response to the absence of diverse black characters on the small screen. Broad City, a feminist sitcom now on Comedy Central, originated as a web series on YouTube, developed directly out of funny women Ilana Glazer and Abbi Jacobson s real-life friendship. These unconventional stories took advantage of the freedom afforded outside the traditional television system: online. Open TV shows how we have left the network era far behind and entered the networked era, with the web opening up new possibilities for independent producers, entrepreneurs, and media audiences. Based on interviews with writers, producers, show-runners, and network executives, visits to festivals and award shows, and the experience of producing his own series, Aymar Jean Christian argues that the web brought innovation to television by opening up series development to new producers, fans, and sponsors that had previously been excluded. Online access to distribution provides creative freedom for indie producers, allows...



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### Reviews

*Undoubtedly, this is the best function by any writer. This really is for those who statte there was not a really worth reading. Its been written in an exceptionally basic way which is merely right after i finished reading through this book by which really transformed me, change the way i really believe.*

-- **Dr. Deonte Hammes DDS**

*This book might be worth a read, and superior to other. Of course, it really is engage in, still an interesting and amazing literature. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Prof. Valentin Hane MD**