

# STREAMING CULTURE

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## Praise for *Streaming Culture*:

Streaming services led by Netflix, Disney+, Spotify, Amazon Prime, Apple Music and YouTube now dominate the audiovisual world. How did we get here and why does it matter? Combining a rich understanding of political economy and the cultural theory of Raymond Williams, Arditi provides a much-needed critical guide to this not-so-brave new world and its wider significance for understanding the shifting dynamics of global capitalism.

–**Vincent Mosco**, Author of *The Smart City in a Digital World*

David Arditi's new book offers a compelling, accessible take on the rise of streaming culture. Spanning multiple media, including movies, TV, music, and games, Arditi shows how streaming carries us, willingly or not, into a world of unending consumption, in which media users themselves become the product.

–**Chuck Tryon**, Professor of English, Fayetteville State University, USA

From music to TV to video games, streaming has altered the way that we consume and experience popular culture and goods. In this engaging, highly readable account, David Arditi explains how streaming came to disrupt so many industries and ways of life, exploring its capitalist roots, tendencies, and

impacts. Loaded with examples that will speak to every audience, Arditi has produced a text that is astonishing in its depth and breadth and is essential for understanding a modern digital society.

–**Mary Chayko**, Interdisciplinary Professor, School of Communication and Information, Rutgers University, USA

With *Streaming Culture*, David Arditi provides an engaging blueprint for understanding the expansive impact of streaming services. Theoretically rich, historically grounded, and full of examples from a range of media forms, Arditi offers fresh insights into how streaming platforms are reshaping media culture.

–**Alisa Perren**, Associate Professor, Department of Radio-Television-Film, University of Texas at Austin, USA

# STREAMING CULTURE

Subscription Platforms and  
the Unending Consumption  
of Culture

BY

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