

CALL FOR PAPERS

NEW FORMS OF AUDIOVISUAL CONSUMPTION IN THE DIGITAL ERA

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Summary

The profound transformations that the contemporary audiovisual field is experiencing in the digital era are changing the consumption patterns of audiences. The diversification of the platforms, screens and devices that house audiovisual products has altered not only the approach and the origin of the content, but above all, its commercialization, dissemination, distribution, consumption and display. In addition, these changes are creating a new relationship between content creators and viewers, and generating new profiles and habits in audiences. The audiovisual industry is experiencing a deep mutation on all levels, which, beyond the technological changes, is also altering the essence of the products themselves and the way in which they are commercialized and consumed.

The proposal for this monograph is focused on gathering reflections from various points of view in order to examine these deep transformations of audiovisual products in the digital era. The essential focus centers on how the forms, channels and platforms of consumption have diversified and altered the traditional way of distributing and commercializing products. However, it also intends to gather information about how this has meant an essential change in the products themselves and, above all, in the paths of consumption of audiences and how their relationship with audiovisual media has been transformed as a consequence of this new technological environment. What is the new profile of viewers and consumers of audiovisual products? What are the new consumption habits, and what consequences do they have from the point of view of the dissemination and distribution of content? How are content creators and the industry adapting to these new habits? This monograph has as its point of reference the general audiovisual field in all of its forms, but hopes to also receive contributions from more specific fields, such as cinema and television.

Objectives

The objective of this issue is to gather reflections and analyses of these transformations from different perspectives: from the most technological, related to channels, broadcast

systems, etc., to the sociological, including the transformation of audience profiles, changes in consumption habits, and new and old audiences. The focus also encompasses the most specific perspectives of the audiovisual field, including the mutation of distribution channels, changes in the creative chain and audiovisual formats, new transmedia and interactive language, new forms of commercialization, and the transformation of cinematographic display, etc.

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