

# Online video streaming services gain popularity

By Kim Doane, Breely Graves, and Dean Moutoux

*The Interview* was recently released online after its production company, Sony, was hacked by the North Korean government because the movie mocked their leader. While the release was less profitable than it would have been in theaters, other shows and movies are finding their audiences through the internet with great success.

The Netflix exclusive *Orange is the New Black* has gained an impressive following. The show is about life in a women's low security prison. The producers of *Orange is the New Black* do not answer to a strictly regulated television network, and this enables them to explore social issues in depth.

A very different Netflix Original is *Bojack Horseman*, a comedy which follows the antics of an anthropomorphic horse who had a successful sitcom in the 90s.

Netflix Original shows demonstrate that compelling writing and quality production are all that is needed to attract viewers.

These shows also have a benefit that shows which air on television don't have - convenience.

Sophomore Gage Griffin said on Netflix and HBO GO!, "Marathons are easier to sit there and watch."

Freshman Brianna Hodges prefers Netflix as well, but for a different reason. Services like Netflix allow viewers to adjust TV time to their schedules. "I can watch it on Wi-Fi and on any device," said Hodges.

Television networks are aware of the growing number of people who want to view their content online, so they license it to Netflix and other sites. Some networks also create their own websites to provide viewers access through the internet.

FC government and sociology teacher Suzanne Moss loves to watch documentaries. "I watch things on the



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PBS website sometimes and I use it because they have a lot of great teaching resources," said Moss.

Moss also brought up the trouble of sharing online videos in class.

The internet enables her to show her students important modern "teachable moments" like State of the Union addresses. "The quality of the school internet can't always support videos I want to show," said Moss.

Radio and TV senior Austen Jones also uses online video as a resource. "What I do now is make videos for the internet," said Jones. "I look up songs and other video ideas; it helps me in the creative process."

Sites like Netflix do not have the rights to every television show or movie, so traditional video formats still have their place. However, the shift in viewing habits does not bode well for them in the increasingly competitive video industry.

When asked if he would watch television if Netflix did not exist, junior Luke Canter said, "No, maybe a little, but not a lot." His view reflects that of his peers. Sixty-six percent of 50 students surveyed said they preferred to use video streaming services rather than watch television.

As Jones said, "Internet seems to be taking over"

