



## Besides the Screen: Moving Images through Distribution, Promotion and Curation

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New media technologies impact cinema well beyond the screen. This volume speculates about the changes in modes of accessing, distributing, storing and promoting moving images and how they might affect cinematographic experience, economy and historiography.

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#### Review

'Besides the Screen brings together a new generation of media scholars with a shared purpose: to excavate the practices that frame the moving image as it undergoes its most profound transition since the invention of television. From viral marketing to video-on-demand, from arthouse to primetime TV, from Q&A sessions to VJing, and from Croatia to Taiwan distributing, promoting and caring for audiovisual culture, as archive and as live event and living culture are being made anew. They demand a new mode of critical thinking. This book is a powerful introduction to a new way of thinking the new media landscape.' - Sean Cubitt, Goldsmiths, University of London, UK

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