

Future Networks

SAMENESS WITHIN A NETWORKED WORLD: AN ANALYSIS AND DIGITAL ARTEFACT

Introduction



- Regardless of how vast and virtually unlimited our access to global film content can be, the realm of Films in the US market still remains strikingly similar—and this is no coincidence by any means.

Manuel Castells

“Networks Society”

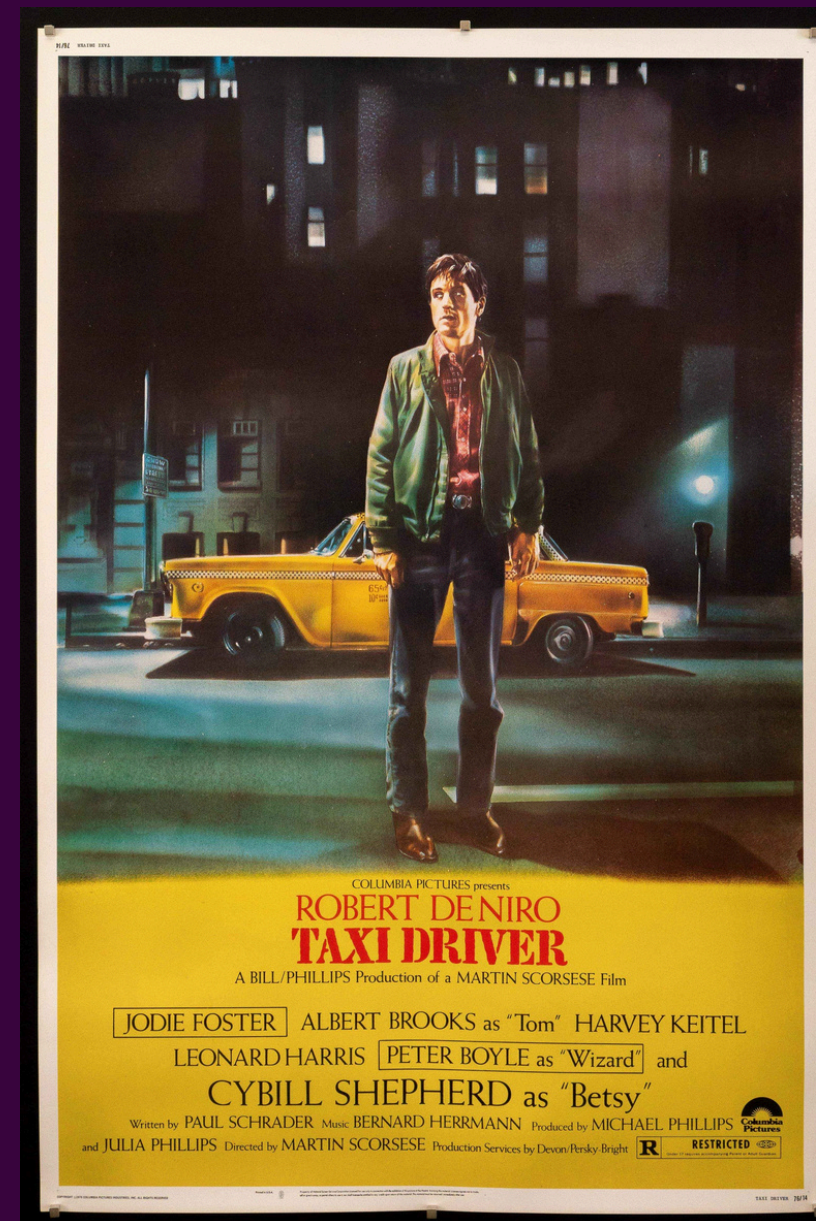


- Networks play a big part in all of this, because the Networks of today do more than just “organize” our society, rather they “influence” and “shape” things like our behavior, understanding, and beliefs of who we are as people and the kind of works we should be putting out into this world.
- **Hollywood stands at the core of the film industries networks, acting as a powerful node that regulates what films get to showcase, globally marginalising independent films and controlling its production, distribution and its visibility.**

Morgan Neville's Documentary (Breakdown: 1975)



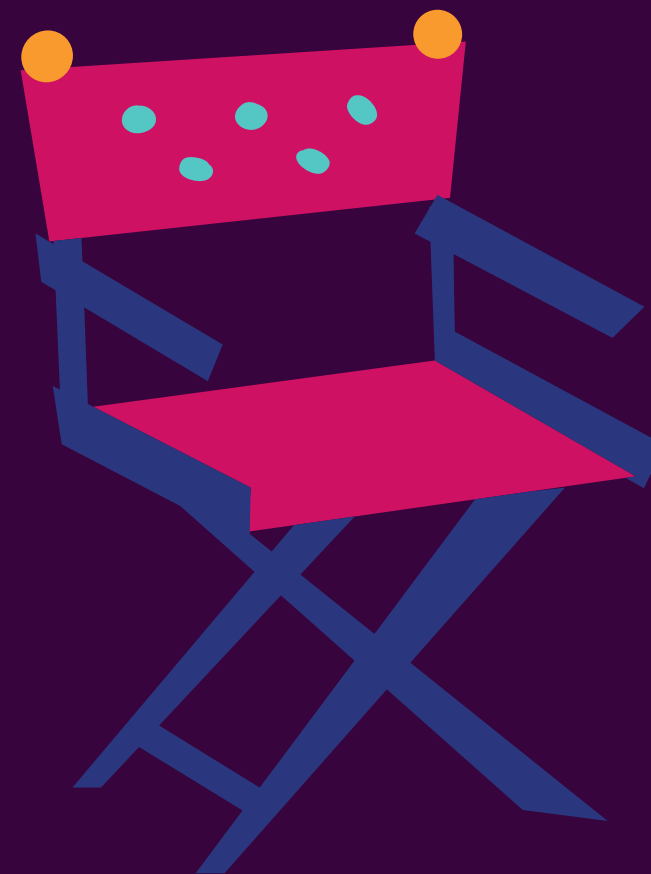
- A deep dive into Hollywood's transformative filmmaking era that was immensely influenced by political turmoil, cultural upheaval & radical transformations from the aftermaths of the Vietnam War and the Watergate crisis.



Byung Chul Hans

“Disappearance of The Other”

- Refers to this optimization of suppressing differences as the “disappearance of the other”.
- He argues that the present day’s capital or digital cultures is a result of eliminating differences, creating friction towards “the other”.
- This reinforces how algorithmic recommendation systems reinforce our networks by prioritising what is globally appealing, allowing our network society to gradually be replaced by repetition or, in his words, in “sameness.”



Ben Affleck's NYT: (Could a creator-led studio change Hollywood?)



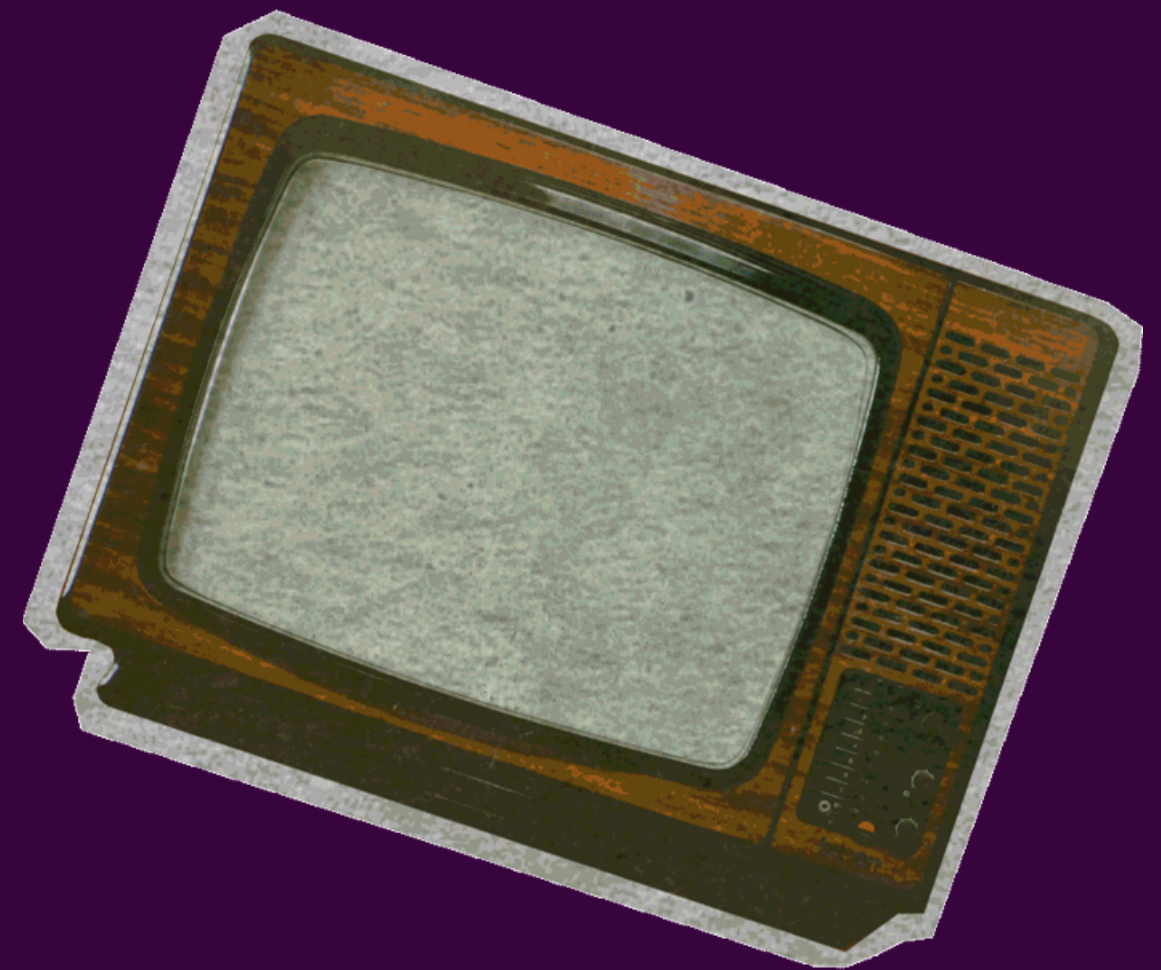
INDIE STREAMING OPPORTUNITIES

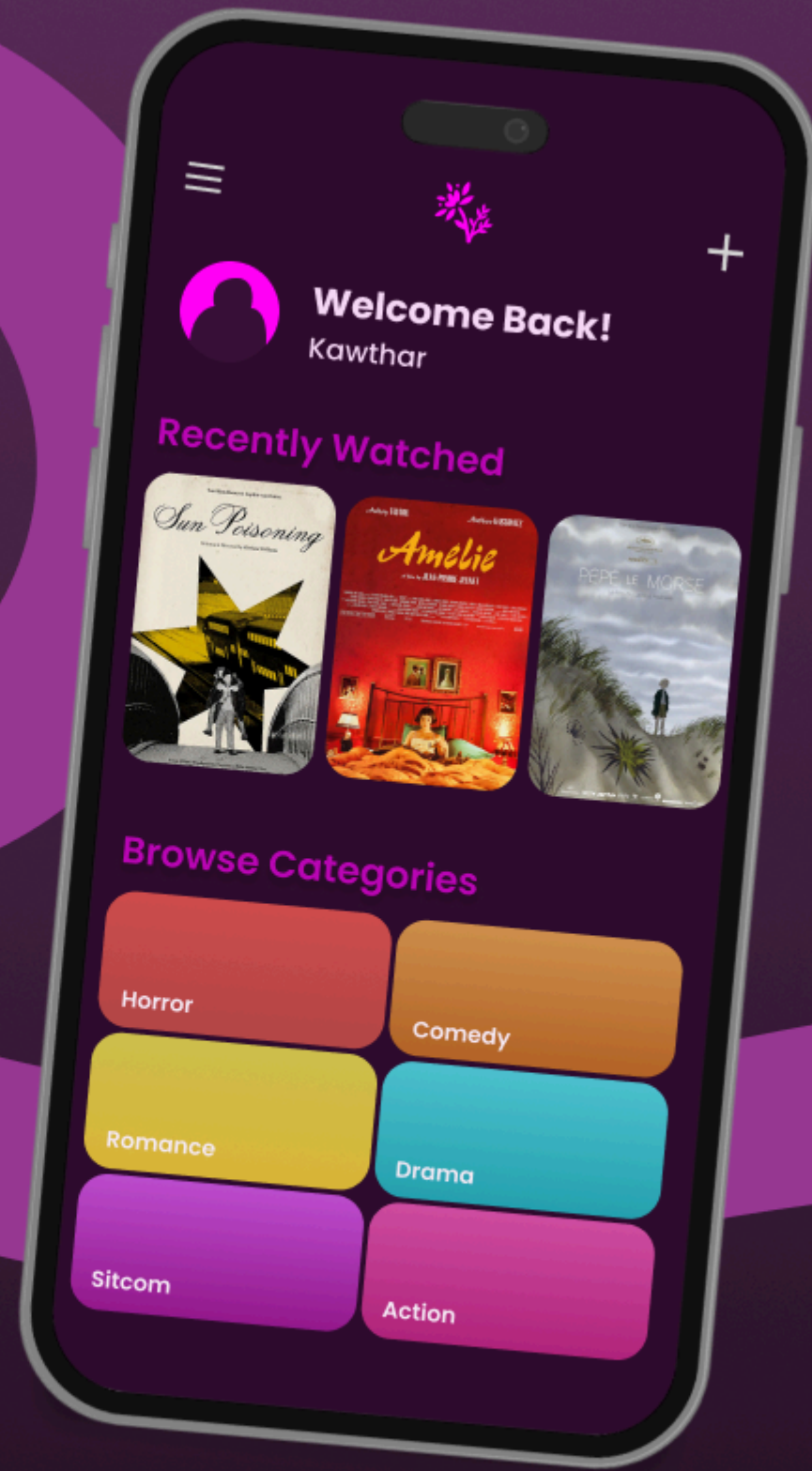
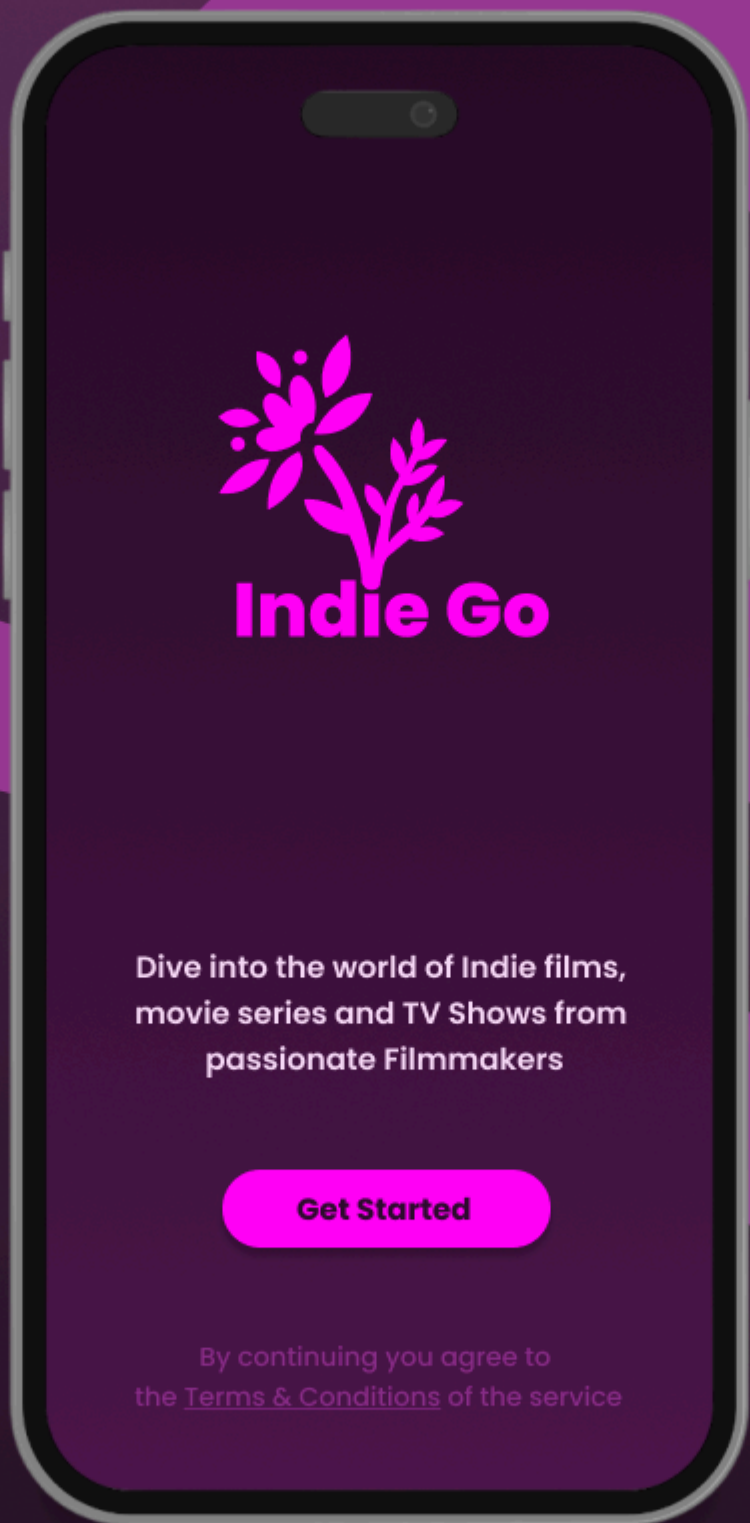
- Society now shifting into the digital streaming world is actually a blessing in disguise for indie film makers and small production houses alike.
- The first wave of streaming was all about "volume", but the second wave that were in right now is all about "quality".
- This enables indie film makers to finally shine in the market and create critically acclaimed contents

Marshal McLuhans

“The Medium is The Message”

- Taking advantage of Marshal McLuhans notion of ‘the medium is the message’, we decided to utilize the power of streaming services today for our project idea in order to share with the world the colorful, more different and enchanting indie side of Hollywoods film industry.
- Proposing a technologically determined solution to remedy Hollywood’s Homogenization of the film industry trends in the form of a streaming application titled ‘Indi-go’.





Key Features & Characteristics

INDIE-MOVIE STREAMING

- Serves as a platform for Independent + small scale Film studios/ Directors to showcase their projects.
- Starts out Free of fees for both viewers & filmmakers willing to indulge in and share newer projects

INSIDER CONTENT

- Provides insider content + cast & crew Information for each project showcased to ensure proper industry exposure.

Audio Commentary

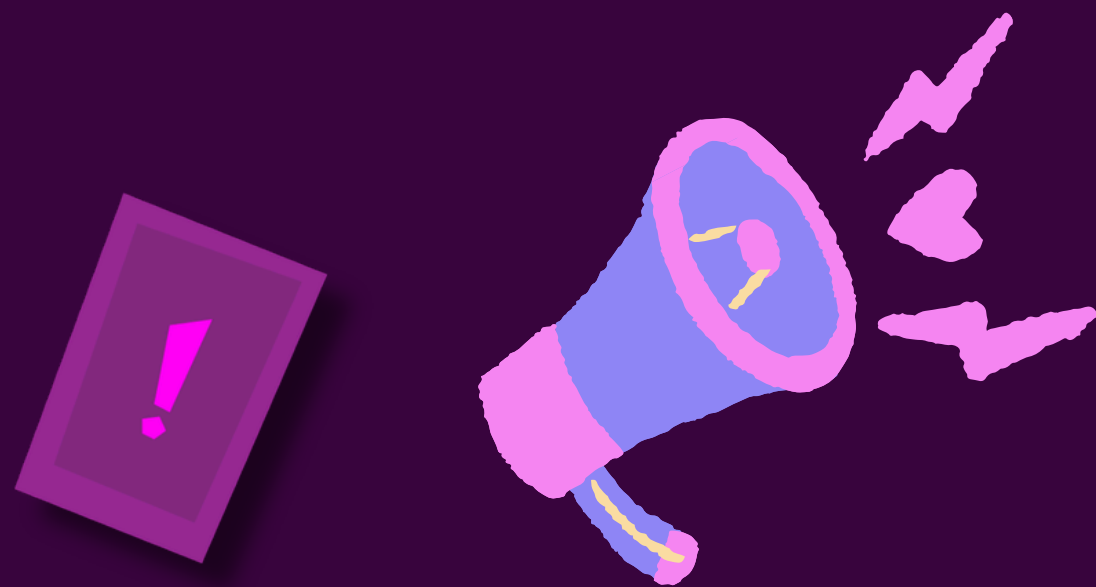
BTS scenes

Insights into the making of the Film



INDIE STREAMING SUPPORT:

- Support the app through a dedicated social media presence, promoting films, filmmakers & themed collections.



Project Limitations



LIMITATIONS OF INDIEGO

SCALABILITY CHALLENGES

- Niche audience: Indie viewership dropped 30M (2020) → 18M (2022)
- Limited growth potential compared to mainstream platforms

EXPOSURE PROBLEM

- High churn rates & oversaturated streaming market
- Users consolidating around major platforms + FAST services
- Marketing budget constraints contradict lean economic model

CONTENT ACQUISITION PRESSURE

- Revenue-share model vs. competitors offering upfront licensing fees
- Filmmakers may prioritize guaranteed payments

Operational Realities

INFRASTRUCTURE COSTS

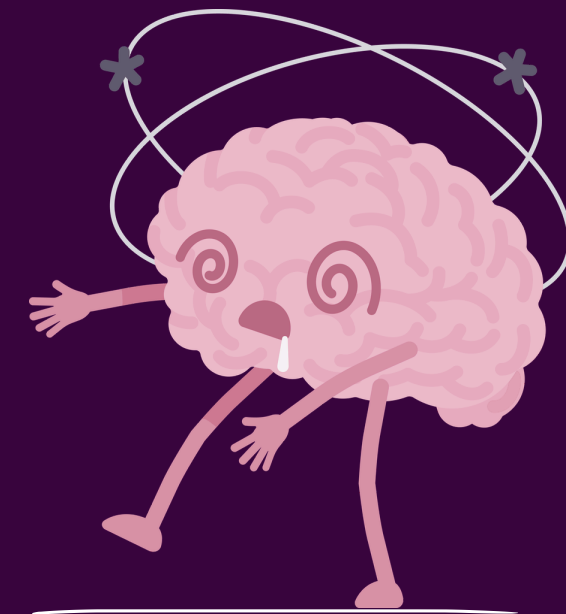
- File conversion, hosting, & streaming = high recurring costs
- Traffic spikes (viral films) require expensive server scaling
- Global performance upkeep adds operational strain

ALGORITHMIC TENSION

- Need recommendations without replicating homogenization
- Risk: either copy mainstream problems or overwhelm users

CONTENT VOLUME DILEMMA

- Too small = perceived lack of value → subscriber loss
- Growing catalogue = higher capital requirements
- Must find sustainable balance



Key Learnings & Future Outlook

WHAT WE LEARNED:

- CRITIQUE REQUIRES VIABLE ALTERNATIVES — IDEALISM MUST MEET FINANCIAL REALITY
- EXECUTION MATTERS — VIDIVERSE'S FAILURE DESPITE GOOD MISSION
- IDENTITY OVER PERFECTION — MUBI SUCCEEDS THROUGH STRONG EDITORIAL VOICE
- ALTERNATIVE NODES, NOT REPLACEMENTS — 2-3M ENGAGED USERS = MEANINGFUL IMPACT

CORE INSIGHT:

" INDIEGO DOESN'T NEED TO DEFEAT HOLLYWOOD — IT NEEDS TO PROVE A DIFFERENT MODEL CAN SURVIVE ALONGSIDE IT. "

MOVING FORWARD:

NETWORK INTERVENTION MEANS ACCEPTING CONSTRAINTS WHILE MAXIMIZING IMPACT WITHIN THEM.
LIMITED SCALE ≠ LIMITED PURPOSE.

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Thank You!

