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# **Portals A Treatise On Internet Distributed Television**

*Are You Using the  
Web's Most Popular  
Portals? Portals : A  
Treatise on Internet-  
Distributed Television  
by ... Amanda Lotz -  
Digital Media Research  
Centre Here's what*

*Page 1/24*

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*Netflix did to reach 90 million worldwide ...  
The Unique Strategy Netflix Deployed to Reach 90 million ...  
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## **Are You Using the Web's Most Popular Portals?**

In my book *Portals: A Treatise on Internet-Distributed Television*, I explore how Netflix and other internet-distributed video services forced the existing television industry to radically change ...

**Portals : A Treatise**

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**Amanda Lotz -  
Digital Media  
Research Centre**

Professor of  
Communication  
Studies and Screen  
Arts & Cultures,  
University of Michigan.  
In my book Portals: A  
Treatise on Internet-  
Distributed Television, I  
explore how Netflix  
and other internet-

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distributed video  
services forced the

existing television  
industry to radically  
change its practices.

## **Here's what Netflix did to reach 90 million worldwide ...**

First, the basic  
definition of a Web  
portal would include  
most of the Web, so I  
used the criteria of  
being a portal to either  
specific or general  
information. I also

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included any portals to services or products that were not specifically sold by the website.

### **The Unique Strategy Netflix Deployed to Reach 90 million ...**

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industry to radically ...

## **Web portal - Wikipedia**

Client portals also provide convenient and secure access to case-related information using any Internet-enabled device. Cloud-based case management software programs with built-in portals provide easy access to online document storage, searchable client files

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and client  
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The portals dominating internet-distributed television in the United States in 2017 do not conform to the logics of either the publishing or flow models of media production. Portals are not effectively conceptualized according to the flow

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model because most operate without a linear schedule.

## **Portals A Treatise on Internet-Distributed Television by ...**

Because video streaming services such as Netflix (what I call “portals”) deliver programming “on demand” via the internet, viewers can choose what and when to watch instead of watching “what’s

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## **Portals: A Treatise on Internet- Distributed Television ...**

Portals, such as Netflix, SeeSo, CBS All Access, and HBO Now, are the internet equivalent of channels. Although selecting content is a key task of both channels and portals, nonlinear access distinguishes portals from their channel

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brethren by freeing  
them from the task of  
scheduling.

## **QUT | Staff Profiles | Amanda Lotz**

She is the author,  
coauthor, or editor of  
eight books that  
explore television and  
media industries  
including We Now  
Disrupt This Broadcast:  
How Cable  
Transformed Television  
and the Internet  
Revolutionized It All,

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The Television Will Be  
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## **Treatise on Invertebrate Paleontology**

A web portal is a specially designed website that brings information from diverse sources, like

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emails, online forums and search engines, together in a uniform way. Usually, each information source gets its dedicated area on the page for displaying information (a portlet ); often, the user can configure which ones to display.

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Welcome to Treatise  
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Online, an online journal presenting completed chapters of upcoming volumes of the Treatise on Invertebrate Paleontology. Treatise Online will publish chapters prepared for parts of the Treatise as they are ready, rather than waiting for an entire hard copy Treatise volume to be printed. Printing of the hard copy volumes will continue as usual, with

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Portals: A Treatise on Internet-Distributed Television pushes understandings of the business of television to keep pace with the considerable technological change of the last decade. It explains why shows such as Orange is the

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New Black or

Transparent are indeed television despite coming to screens over internet connection and in exchange for a monthly fee.

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