

ABSTRACT

Methodological Challenges in Studying a Dynamic Screen Ecology

Rachel Daniels

Keywords: Television, Screen industry, Streaming, SVOD, Broadcasting, Theoretical framework, Methodological Challenges

The primary purpose of the research has been to look at the significant challenges that have impacted the New Zealand screen industry since streaming of global Subscription-Video-On-demand (SVOD) services entered the sector nearly a decade ago. Turner (2018) describes the shift as the 'The Netflix effect'; linear television has seen declining viewership numbers with audiences shifting to a wide range of platforms and services. This change has placed a strain on the sustainability of traditional funding of legacy television through advertising. Across the globe, nations have had similar impacts on local screen industries (Lotz et al., 2022). Thematic analysis of the research data, gathered from in-depth semi-structured interviews with 19 key industry experts, showed that New Zealand economy faces multiple challenges across various areas within the screen sector. The presentation will report on key findings: the decentralised way audiences consume content and the uncertainty in shifts in audience viewing behaviours, the importance of industry transformation, and what the industry considers a measure of success. The presentation will also recognise and discuss how the themes intersect at several critical points, where economic and cultural forces are at play, and the challenge of navigating a selected theoretical framework when researching a dynamic industry.

References

- Lotz, A. D., Potter, A., & Johnson, C. (2022). Understanding the changing television market: A comparison of the macroeconomy of the United States, United Kingdom and Australia. *Convergence: The International Journal of Research into New Media Technologies*, 28(1), 272–290. <https://doi.org/10.1177/13548565211028205>
- Turner, G. (2018). Netflix and the Reconfiguration of the Australian Television Market. *Media Industries Journal*, 5(2), 129–142. <https://doi.org/10.3998/mij.15031809.0005.208>