

is hulu or netflix better

is hulu or netflix better is a question many streaming enthusiasts grapple with when deciding where to invest their entertainment budget. Both platforms boast vast libraries of content, from binge-worthy original series to blockbuster movies and classic television. However, they cater to slightly different tastes and offer distinct viewing experiences. This comprehensive comparison will delve into the core differences, exploring content variety, original programming, user interface, pricing structures, and unique features to help you make an informed decision. We will dissect what makes each service stand out, analyze their strengths and weaknesses, and ultimately guide you toward the streaming service that best aligns with your personal preferences.

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Understanding the Core Offerings

At their heart, both Hulu and Netflix are subscription-based video-on-demand services offering a plethora of movies, TV shows, and documentaries accessible across a wide range of devices. The fundamental similarity lies in their mission to provide on-demand entertainment. However, the genesis and strategic direction of each platform have led to significant divergences in their content acquisition and development strategies, ultimately shaping the user experience and the type of viewer each platform attracts.

Netflix, a pioneer in the streaming space, initially disrupted the market with its DVD-by-mail service before transitioning to a purely digital streaming model. This early mover advantage allowed it to establish a massive global subscriber base and invest heavily in original content, becoming synonymous with exclusive, high-production value series and films. Hulu, on the other hand, was launched by a consortium of major broadcast networks and initially focused on providing current season television episodes from these networks shortly after their broadcast airing. This legacy continues to influence its content strategy, giving it a distinct advantage in offering a robust library of network television content alongside its own originals.

Content Library: Quantity vs. Quality

The sheer volume of content available on both platforms is impressive, but the composition of these libraries differs significantly. Netflix is renowned for its expansive and diverse catalog, featuring a vast array of international content, documentaries, stand-up comedy specials, and an ever-growing slate of feature films. Its strategy has historically been to offer something for everyone, aiming for broad appeal across demographics and geographical locations. This often results in a feeling of overwhelming choice, where discovering hidden gems can require a bit more digging.

Hulu, while also offering a substantial library, distinguishes itself with its strong ties to current network television. If you're a fan of shows like "This Is Us," "Grey's Anatomy," or "The Good Doctor" shortly after they air, Hulu is often the go-to. Its library also includes a considerable collection of older TV series and a curated selection of movies. While its international offerings and original film output are growing, they haven't historically matched Netflix's sheer scale or global reach in those specific areas. The trade-off is a more focused approach, particularly for those who prioritize keeping up with mainstream television.

Live TV Integration: A Key Differentiator

One of the most significant divergences between Hulu and Netflix lies in Hulu's integrated Live TV offering. Hulu + Live TV allows subscribers to stream dozens of live television channels, including news, sports, and entertainment networks, in addition to its on-demand library. This makes Hulu a compelling option for cord-cutters who want to replace their traditional cable subscriptions with a single streaming service. Netflix, by contrast, is purely an on-demand service and does not offer live television channels.

Genre Strengths

Netflix excels in several key genres due to its aggressive content acquisition and production. Its original dramas and comedies are often critically acclaimed and generate significant cultural buzz, attracting a global audience. Furthermore, its investment in documentaries and international cinema provides a depth and breadth that is hard to match. Hulu, while building its original library, maintains a strong foothold in network sitcoms and dramas, making it a preferred choice for viewers who enjoy episodic, character-driven television that adheres to traditional broadcast schedules.

Original Programming: The Exclusives Battle

Original content has become the lifeblood of streaming services, and both Netflix and Hulu invest heavily

in producing their own exclusive shows and movies. Netflix has a longer history and a more established track record in this arena, having produced groundbreaking series like "Stranger Things," "The Crown," "Squid Game," and "Bridgerton." These shows have not only garnered critical acclaim and numerous awards but have also become global phenomena, driving subscriber growth and solidifying Netflix's position as a content powerhouse. Its film division also produces a steady stream of original movies, ranging from big-budget blockbusters to independent dramas.

Hulu's original programming strategy has also yielded significant successes, particularly with critically lauded series such as "The Handmaid's Tale," "Only Murders in the Building," and "The Bear." These shows often resonate with viewers seeking more mature themes and sophisticated storytelling. Hulu also benefits from its ownership by Disney, which allows for content sharing and integration with other Disney-owned properties, although direct access to Disney+ content is typically through a separate subscription or bundle. The focus for Hulu's originals tends to be on prestige television with a strong narrative drive.

Award-Winning Series

Both platforms have a commendable collection of award-winning original programming. Netflix has consistently dominated major awards ceremonies with its ambitious dramas, comedies, and documentaries. Hulu has carved out a niche for itself with character-driven series that often tackle complex social issues or offer sharp comedic writing, frequently recognized by industry awards.

Film Output

While Netflix has a more prolific output of original feature films, including major releases with star-studded casts, Hulu's film acquisitions and original movie productions are also noteworthy. The distinction often lies in the scale and marketing of these productions. Netflix aims for widespread global releases of its films, while Hulu's film strategy can sometimes be more curated or tied to specific genres.

User Experience and Interface

Navigating a streaming service is as important as the content it offers, and both Netflix and Hulu have developed user-friendly interfaces. Netflix is known for its intuitive and personalized recommendation engine. As you watch more content, Netflix learns your viewing habits and suggests titles it believes you'll enjoy. The interface is clean, with prominent artwork and easy navigation to browse genres, continue watching, or explore new releases. Its profiles feature allows multiple users in a household to have their own tailored viewing experience.

Hulu's interface is also straightforward, designed for ease of use. It prominently displays trending shows, new episodes from your favorite series, and recommended content. The organization is generally logical, with clear categories for movies, TV shows, and Hulu Originals. For those subscribing to Hulu + Live TV, the interface seamlessly integrates live channels with on-demand content, which can be a significant advantage for managing multiple viewing modes. However, some users have noted that Netflix's recommendation algorithm can be more sophisticated in predicting user preferences over time.

Personalization and Recommendations

Netflix's strength lies in its advanced algorithm that continuously refines its content suggestions based on viewing history, ratings, and even the time of day you watch. This often leads to highly accurate recommendations. Hulu also offers personalized recommendations, though some users find them to be less precise than Netflix's, particularly for niche genres.

Device Compatibility

Both streaming services offer broad device compatibility, ensuring you can watch on almost any smart TV, streaming stick (Roku, Fire Stick, Apple TV), gaming console, tablet, or smartphone. This ubiquitous accessibility means that switching between devices or watching on the go is rarely an issue for either Netflix or Hulu subscribers.

Pricing and Value Proposition

The cost of a streaming subscription is a crucial factor for consumers, and both Netflix and Hulu offer various plans with different features and price points. Netflix typically has three tiers: Basic, Standard, and Premium. The Standard and Premium plans offer higher video quality (HD and 4K respectively) and the ability to stream on multiple devices simultaneously, while the Basic plan is more limited. Netflix has also introduced ad-supported tiers in some regions, offering a lower price point in exchange for commercial interruptions.

Hulu also offers multiple plans. Its core on-demand plan includes ads, with an ad-free option available at a higher price. For those interested in live TV, Hulu + Live TV bundles live channels with its on-demand library, making it a comprehensive package but at a significantly higher cost. The value proposition of each service depends heavily on what a user prioritizes: Netflix's value often lies in its vast library of originals and global content, while Hulu's value proposition is strong for those who want to keep up with current television and potentially bundle live TV services.

Ad-Supported vs. Ad-Free Options

A key distinction in pricing is the availability of ad-supported plans. Hulu offers a significantly cheaper plan with commercials, which can be a major draw for budget-conscious viewers. Netflix has also begun to offer ad-supported tiers in some markets, aiming to capture a segment of the market that prioritizes cost savings over an uninterrupted viewing experience.

Bundling Opportunities

While not direct competitors in terms of bundling their own services, both Netflix and Hulu can be part of broader entertainment packages offered by telecommunication companies or other streaming services. Hulu's ownership by Disney means that bundles with Disney+ and ESPN+ are common, offering significant value for families interested in a wider range of content.

Unique Features and Additional Benefits

Beyond the core streaming experience, both platforms offer features that enhance user engagement. Netflix is well-known for its download feature, allowing subscribers to download select titles to their devices for offline viewing. This is incredibly useful for travel or areas with limited internet access. Its robust parental controls also allow guardians to customize content restrictions for different user profiles.

Hulu's unique selling proposition, as mentioned, is its Live TV integration, transforming it from a simple on-demand service into a potential cable replacement. Additionally, Hulu offers Cloud DVR capabilities with its Live TV plans, allowing users to record live programs and watch them at their convenience. For ad-supported on-demand plans, Hulu offers a grace period for skipping ads on some content, a small but appreciated perk.

Offline Viewing Capabilities

The ability to download content for offline viewing is a significant convenience, and Netflix provides this functionality across a wide selection of its library. Hulu also allows downloads for offline viewing on its mobile app, though the selection may be more limited compared to Netflix.

Parental Controls

Both services understand the importance of parental controls. Netflix offers detailed settings to restrict content based on ratings and individual shows or movies, ensuring a safe viewing environment for children. Hulu also provides parental control options to manage what younger viewers can access, maintaining a responsible approach to family entertainment.

The Verdict: Which Streaming Giant Reigns Supreme for You?

Deciding whether Hulu or Netflix is "better" ultimately comes down to individual viewing habits, preferences, and budget. If your priority is a vast, constantly updating library of original dramas, comedies, documentaries, and international content, with a sophisticated recommendation system, Netflix is likely your best bet. Its global reach and consistent output of critically acclaimed shows make it a powerhouse for binge-watchers and serial content consumers.

However, if you are keen on staying up-to-date with current network television shows shortly after they air, or if you're looking for a service that can also serve as a cable replacement with live TV channels and DVR functionality, Hulu presents a very strong case. Its original programming is also excellent, often focusing on prestige television with a distinct voice. For those who prioritize value and are willing to tolerate commercials, Hulu's ad-supported tier is an attractive option. Ultimately, consider what kind of content drives your entertainment choices and whether live TV is a necessity before making your decision.

Q: Which service has a better selection of original movies?

A: Netflix generally has a more extensive and diverse selection of original movies, investing heavily in big-budget productions with star power and consistently releasing new titles across various genres. While Hulu's original film output is growing, Netflix's volume and consistent release schedule give it an edge in this category.

Q: Is Hulu or Netflix better for sports fans?

A: For comprehensive sports coverage, Hulu + Live TV is the clear winner. It offers access to numerous live sports channels, including major ESPN networks and regional sports networks, depending on your location and package. Netflix does not offer live sports content.

Q: Which platform offers more classic TV shows?

A: Both platforms have a good selection of classic TV shows, but Hulu often has an advantage due to its historical ties with broadcast networks, which allows it to license older seasons of popular network series more readily. However, Netflix also curates a strong library of older shows.

Q: Which streaming service is more affordable?

A: This depends on the specific plans chosen. Hulu offers a significantly cheaper ad-supported on-demand plan than its ad-free option or most Netflix tiers. However, if you opt for Hulu + Live TV, it is considerably more expensive than most Netflix plans. Netflix's ad-supported tier, where available, is also a budget-friendly option.

Q: Is Netflix's user interface easier to navigate than Hulu's?

A: Both platforms have user-friendly interfaces, but Netflix is often praised for its highly personalized recommendation engine and intuitive design. Hulu's interface is also clean and functional, especially for integrating live TV channels with on-demand content. It's largely a matter of personal preference.

Q: Which service is better for international content?

A: Netflix is generally considered better for international content due to its significant investments in acquiring and producing shows and movies from around the world. Its global reach and diverse content library make it a primary destination for international viewers.

Q: Can I download shows to watch offline on both platforms?

A: Yes, both Netflix and Hulu allow you to download select content for offline viewing. Netflix generally offers a wider selection of downloadable titles, especially its original movies and series. Hulu also provides this feature for mobile viewing.

Q: Which service is better for binge-watching entire series?

A: Both services are excellent for binge-watching. Netflix is particularly well-suited for this due to its vast library of completed series and its tendency to release entire seasons of its originals at once. Hulu also offers many completed series and releases new episodes weekly for current shows.

Q: Does one service offer better parental controls?

A: Both Netflix and Hulu offer robust parental control features, allowing you to set restrictions based on content ratings and individual titles. They provide tools for parents to manage what their children can watch, ensuring a safe viewing experience.

Q: Is it worth having both Hulu and Netflix?

A: For many viewers, having both Hulu and Netflix offers the best of both worlds, covering a wide spectrum of content needs from current TV shows and live channels (Hulu) to extensive original movies, global series, and documentaries (Netflix). Whether it's worth it depends on your viewing habits and budget.

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is hulu or netflix better: FCC Record United States. Federal Communications Commission, 2012

is hulu or netflix better: The Netflix Effect Kevin McDonald, Daniel Smith-Rowsey, 2018-02-22 Netflix is the definitive media company of the 21st century. It was among the first to parlay new Internet technologies into a successful business model, and in the process it changed how consumers access film and television. It is now one of the leading providers of digitally delivered media content and is continually expanding access across a host of platforms and mobile devices. Despite its transformative role, however, Netflix has drawn very little critical attention-far less than competitors such as YouTube, Apple, Amazon, Comcast, and HBO. This collection addresses this gap, as the essays are designed to critically explore the breadth and diversity of Netflix's effect from a variety of different scholarly perspectives, a necessary approach considering

the hybrid nature of Netflix, its inextricable links to new models of media production, distribution, viewer engagement and consumer behavior, its relationship to existing media conglomerates and consumer electronics, its capabilities as a web-based service provider and data network, and its reliance on a broader technological infrastructure.

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is hulu or netflix better: Media Libraries in an Age of Unending Consumption Mike Van Esler, 2023-10-24 As the home video market upended traditional film industry models, media libraries emerged as important sources of ancillary revenue. The inflection point for media library exploitation came in 2007, when Netflix launched its streaming service, relying on extensive licensing of film and television libraries to grow its subscriber base. In this book, Mike Van Esler examines how media libraries and business models have evolved since the home video era, with particular emphasis placed on the streaming age of the past fifteen years. Van Esler argues that media libraries have grown beyond their usages from the pre-home video era to become central to today's corporate media strategy. By studying the ways in which media library exploitation has scaled up since the turn of the new millennium, the author identifies insights into larger media industry trends. Ultimately, this book explores the intersection of corporate media, independent distributors, private equity, tech companies, and audiences. Scholars of media studies, business, and sociology will find this book of particular interest.

is hulu or netflix better: Global Communication Thomas L. McPhail, Steven Phipps, 2019-10-11 Discusses the players, theories, and trends that affect how the world communicates and gets their information This book is the most definitive text on multinational communication and media conglomerates, exploring how global media influences both audiences and policy makers around the world. Comprehensively updated to reflect the many fast moving developments associated with this dynamic field, this new edition investigates who and where certain cultural products are coming from and why, and addresses issues and concerns about their impact all over the world. Global Communication: Theories, Stakeholders and Trends, 5th Edition is framed by two theories. One is World System Theory (WST), which views nations through an economic lens. The other, Electronic Colonialism Theory (ECT), views nations through a cultural lens. Through these

theories, the book examines broadcasting, mass media, and news services ranging from MSNBC, MTV, and CNN to television sitcoms and Hollywood export markets. It investigates the roles of the major players, such as News Corp, Sony, the BBC, Disney, Bertelsmann, Viacom, or Time Warner, and probes the role of advertising and the Internet and their ability to transcend national boundaries and beliefs. New chapters look at the growing importance and significance of other major regions such as the media in the Middle East, Europe, and Asia. Outlines the major institutions, individuals, corporations, technologies, and issues that are altering the international information, telecommunication, and broadcasting order Focuses on a broad range of issues, ranging from social media and new services like Netflix, as well as Arab and Asian media Explains and interprets three major movements or theories: NWICO, Electronic Colonialism, and World System Theory Includes major updates to the chapter on the Internet to incorporate global events over the last 5+ years (such as Russian use thereof, Facebook, Google) Looks at how streaming services such as Netflix, Amazon, Spotify, and more have emerged as dominant players in world entertainment Offers an updated instructor's website with instructor's manual, test banks, and student activities Global Communication: Theories, Stakeholders and Trends, 5th Edition is intended as an upper-level, undergraduate text for students in courses on International/Global Communication, Global Media/Journalism, and Media Systems in Journalism, Communications, or Media Studies Departments.

is hulu or netflix better: Wireless Networking Absolute Beginner's Guide Michael Miller, 2013-02-08 Make the most of your wireless network...without becoming a technical expert! This book is the fastest way to connect all your wireless devices, get great performance with everything from streaming media to printing, stay safe and secure, and do more with Wi-Fi than you ever thought possible! Even if you've never set up or run a network before, this book will show you how to do what you want, one incredibly clear and easy step at a time. Wireless networking has never, ever been this simple! Who knew how simple wireless networking could be? This is today's best beginner's guide to creating, using, troubleshooting, and doing more with your wireless network...simple, practical instructions for doing everything you really want to do, at home or in your business! Here's a small sample of what you'll learn: • Buy the right equipment without overspending • Reliably connect Windows PCs, Macs, iPads, Android tablets, game consoles, Blu-ray players, smartphones, and more • Get great performance from all your networked devices • Smoothly stream media without clogging your entire network • Store music and movies so you can play them anywhere in your home • Keep neighbors and snoopers out of your network • Share the files you want to share-and keep everything else private • Automatically back up your data across the network • Print from anywhere in the house-or from anywhere on Earth • Extend your network to work reliably in larger homes or offices • Set up a "guest network" for visiting friends and family • View streaming videos and other web content on your living room TV • Control your networked devices with your smartphone or tablet • Connect to Wi-Fi hotspots and get online in your car • Find and log onto hotspots, both public and hidden • Quickly troubleshoot common wireless network problems Michael Miller is the world's #1 author of beginning computer books. He has written more than 100 best-selling books over the past two decades, earning an international reputation for his friendly and easy-to-read style, practical real-world advice, technical accuracy, and exceptional ability to demystify complex topics. His books for Que include Computer Basics Absolute Beginner's Guide; Facebook for Grown-Ups; My Pinterest; Ultimate Digital Music Guide; Speed It Up! A Non-Technical Guide for Speeding Up Slow PCs, and Googlepedia: The Ultimate Google Resource. Category: Networking Covers: Wireless Networking User Level: Beginning

is hulu or netflix better: Transatlantic Television Drama Matt Hills, Michele Hilmes, Roberta E. Pearson, 2019 In 2014, the UK science-fiction television series Black Mirror was released on Netflix worldwide, quickly becoming a hit with US audiences. Like other beloved British imports, this series piqued Americans' interest with hints of dark comedy, clever plotlines, and six-episode seasons that left audiences frantic for more. In Transatlantic Television Drama, volume editors Michele Hilmes, Matt Hills, and Roberta Pearson team up with leading scholars in TV studies and

transnational television to look at how serial dramas like *Black Mirror* captivate US audiences, and what this reveals about the ways Americans and Brits relate to each other on and off the screen. Focusing on production strategies, performance styles, and audience reception, chapters delve into some of the most widely-discussed programs on the transatlantic circuit, from ongoing series like *Game of Thrones*, *Downton Abbey*, *Orphan Black*, and *Sherlock*, to those with long histories of transnational circulation like *Masterpiece* and *Doctor Who*, to others whose transnational success speaks to the process of exchange, adaptation, and cooperation such as *Rome*, *Parade's End*, *Broadchurch*, and *Gracepoint*. The book's first section investigates the platforms that support British/American exchange, from distribution partnerships and satellite providers to streaming services. The second section concentrates on the shift in meaning across cultural contexts, such as invocations of heritage, genre shifts in adaptation, performance styles, and, in the case of *Episodes*, actual dramatized depiction of the process of transatlantic television production. In section three, attention turns to contexts of audience reception, ranging from fan conventions and fiction to television criticism, the effects of national branding on audiences, and the role of social media in de- or re-contextualizing fans' response to transnational programs.

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is hulu or netflix better: Demand for Communications Services - Insights and Perspectives James Alleman, Áine Marie Patricia Ní-Shúilleabháin, Paul N. Rappoport, 2013-10-07 This volume grew out of a conference organized by James Alleman and Paul Rappoport, conducted on October 10, 2011 in Jackson Hole, Wyoming, in honor of the work of Lester D. Taylor, whose pioneering work in demand and market analysis has had profound implications on research across a wide spectrum of industries. In his Prologue, Eli M. Noam notes that demand analysis in the information sector must recognize the “public good” characteristics of media products and networks, while taking into account the effects of interdependent user behavior; the strong cross-elasticities in a market; as well as the phenomenon of supply creating its own demand. The second Prologue, by Timothy Tardiff and Daniel Levy, focuses more specifically on Taylor’s body of work, in particular its practical applications and usefulness in analyses of, and practices within, the Information and Communications Technology (ICT) sector (known in Europe and elsewhere as the Telecommunications, Media, and Technology (TMT) sector). The remainder of the book is organized into four parts: Advances in Theory; Empirical Applications; Evidence-Based Policy Applications; and a final Conclusion. The book closes with an Appendix by Sharon Levin and Stanford Levin detailing Taylor’s contributions using bibliometrics. Not only featuring chapters from distinguished scholars in economics, applied sciences, and technology, this volume includes two contributions directly from Lester Taylor, providing unique insight into economics from a lifetime in the field. “What a worthy book! Every applied researcher in communications encounters Lester Taylor’s work. Many empirical exercises in communications can trace their roots to Taylor’s pioneering research and his thoughtful leadership. This book assembles an impressive set of contributors and contributions to honor Taylor. No surprise, the collection extends far and wide into many of the core topics of communications and media markets. The emphasis is where it should be—on important and novel research questions informed by useful data. —Shane Greenstein, Professor of Management and Strategy, Kellogg School of Management, Northwestern University “For more than 40 years, Lester Taylor has been a leader in the application of consumer modeling, econometric techniques and microeconomic data to understand residential and business user behavior in telecommunications markets. During that time, he inspired a cadre of students and colleagues who applied this potent combination to address critical corporate and regulatory issues arising in the telecommunications sector. This volume collects the recent product of many of these same researchers and several other devotees who go beyond empirical analysis of fixed line service by extending Prof. Taylor’s approach to the next wave

of services and technologies. These contributions, including two new papers by Prof. Taylor, offer an opportunity for the next generation to learn from his work as it grapples with the pressing issues of consumer demand in the rapidly evolving digital economy.” — Glenn Woroch, Adjunct Professor of Economics, University of California, Berkeley

is hulu or netflix better: *iPad Fully Loaded* Alan Hess, 2011-03-23 Alan knows—and he's telling! All about your iPad. It's an iPod. It's an e-reader. It's an instant classic. And now you can discover all the secrets to this dazzling device, thanks to Alan Hess. You may think you already know your iPad inside and out, until Alan shows you how to write your own books, stream your iTunes, view comic book files, and transfer photos with Eye-Fi. He provides all the tips and techniques you need to get the absolute most out of your iPad. Figure you already get all things iPad? Don't count on it—until you read this book! Browse through the iBooksStore and start speed e-reading Catch all the news from traditional sources and news aggregator apps like Pulse and Flipboard Get all your photos exactly where—and how—you want them to be Create documents, crunch numbers, work on presentations—and iWork from the beach! Access your files on the go with Dropbox and read just about any file with GoodReader Get more out of—and into—your iPad than you ever thought possible

is hulu or netflix better: *Margin of Victory* Nathaniel G. Pearlman, 2012-04-06 This book illuminates modern political technology, examining important technologies, companies, and people; putting recent innovations into historical context; and describing the possible future uses of technology in electoral politics. Despite a decade of political technology's celebrated triumphs—such as online fundraising of the presidential campaigns of McCain in 2000, Dean in 2003, and Obama in 2008; or the web-enabled, socially networked campaign of Obama 2008—the field of e-politics is still at an unsolidified stage. *Margin of Victory: How Technologists Help Politicians Win Elections* offers an unprecedented insiders' view of the fast-changing role of political technology that explains how innovations in the use of new media, software tools, data, and analytics hold yet untapped potential. Contributions from leading practitioners in this highly specialized field cover everything from political blogs to targeting mobile devices to utilizing software created specifically to manage campaigns. The book documents how political technology is still in an early stage, despite its enormous advances in recent years, and how the strategies that work today will inevitably be superseded as new technologies arrive and potential voters become less receptive to the previous campaign's tactics.

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is hulu or netflix better: *Derivative Media* Andrew deWaard, 2024-09-03 A free ebook version of this title is available through Luminos, University of California Press's Open Access publishing program. Visit www.luminoso.org to learn more. Sequels, reboots, franchises, and songs that remake old songs—does it feel like everything new in popular culture is just derivative of something old? Contrary to popular belief, the reason is not audiences or marketing, but Wall Street. In this book, Andrew deWaard shows how the financial sector is dismantling the creative capacity of cultural industries by upwardly redistributing wealth, consolidating corporate media, harming

creative labor, and restricting our collective media culture. Moreover, financialization is transforming the very character of our mediascapes for branded transactions. Our media are increasingly shaped by the profit-extraction techniques of hedge funds, asset managers, venture capitalists, private equity firms, and derivatives traders. Illustrated with examples drawn from popular culture, *Derivative Media* offers readers the critical financial literacy necessary to understand the destructive financialization of film, television, and popular music—and provides a plan to reverse this dire threat to culture.

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