

Internet e novas mídias

Maior2015 - aula 1

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SPORTV

NEWS

MULTI
SHOW

gnt

off

UNIVERSAL
CHANNELBRA
SIL

muu.



OS PROGRAMAS

as atrações da tv organizadas por temas

NOVELAS

JORNALISMO

VARIEDADES

SÉRIES

ESPORTES

MODA E BELEZA

RECEITAS

MÚSICA

MAIS VISTOS



SALVE JORGE
Vanúbia se enfurece
ao descobrir que foi
traficada



SALVE JORGE
Vanúbia ataca
Wanda



SALVE JORGE
Morena salva
Vanúbia e Russo
manda
sequestrarem
Jéssica

ÚLTIMOS VÍDEOS



ALTERNATIVA SAÚDE
Porque as pessoas
dormem mais ou
menos?



O PROFETA
Carola tenta fugir de
casa pela janela do
quarto



ARENA SPORTV
Zagueiro Dante
afirma que
estratégia na
Seleção é 'montar
uma ...

50 milhões de
visitantes únicos

1 Tbps de
conectividade, dois
datacenters próprios

Acervo de mais de 3
milhões de vídeos
publicados

Agenda

- ▶ Introdução
 - ▶ Histórico
- ▶ Vídeo na Internet
 - ▶ Características
- ▶ Devices e serviços - TV pela Internet

WIRED

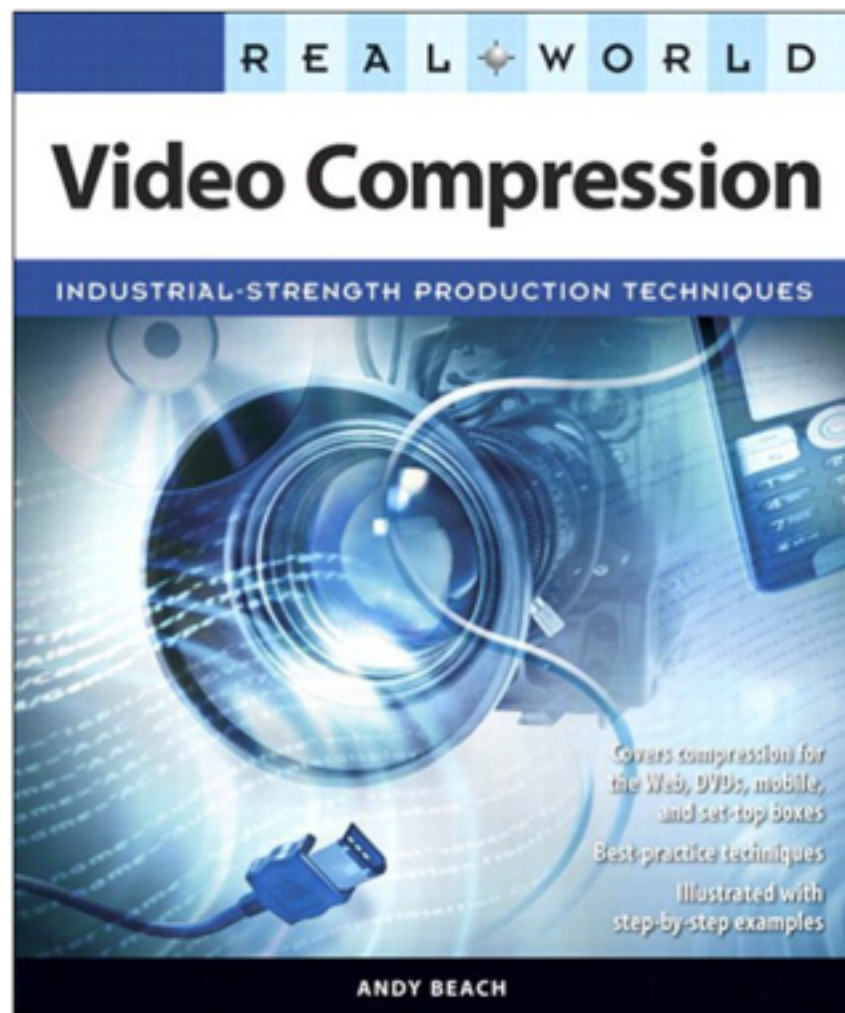
FAST COMPANY



WIKIPEDIA
The Free Encyclopedia

TechCrunch

Slashdot



engadget

Referências

Novas mídias



Qual foi/é o negócio mais impactado pelo desenvolvimento da tecnologia da Internet/Novas Mídias? Porque?

Se vocês fossem um grupo de investimento, em qual empresa/negócio vocês investiriam?

visão histórica

cinema and television timeline



1872
Eadweard Muybridge
English photographer uses
multiple cameras to capture the
motion of a horse's stride

1872

1884
Paul Gottlieb Nipkow
Patents the first
television system

As
Seen
On
TV



Rev. Dr. Martin
Luther King, Jr.
On August 26, 1963,
Dr. King's powerful and
passionate "I Have a Dream"
speech, one of the most
important in the history of
American civil rights, was
broadcast on the first
television network to air the
speech in its entirety.

THE
JEFFERSONS
GOOD
TIMES
SANFORD
AND SON

1979
The first black-owned
television network, BET,
debuted. The network
was founded by Robert
Johnson, a former
executive at ABC, and
other African American
professionals. It was
the first network to be
owned and operated
by African Americans.

BET

Robert Johnson
The founder of BET
television network
debuted in 1979.



William H. Cosby, Jr., Ph.D.
The first African American
to host a nationally
broadcast television
series, "The Bill Cosby
Show," debuted in 1969.

1914
Uncle Tom's Cabin
First film to cast black
actors in some roles

1914
Lincoln Motion Picture Company
First black motion picture company

1915
The Homesteader
The first film to feature an all-black
cast and crew, written and directed
by Oscar Micheaux.

1915
Our Gang (The Little Rascals)
Noted for portraying black and
white kids as equals



1925
Paul Robeson
Makes his film debut in Oscar
Micheaux's *Body and Soul*

1927
The Jazz Singer
Starring Al Jolson in blackface.
First feature-length film with
sound, known as a "talkie".

1928
John Logie Baird
Demonstrates the first color
television display

1943
Stormy Weather
A musical featuring an
all-black cast and crew
showcases the top
African American
performers of its time,
including Lena Horne,
Bill "Bojangles" Robinson,
Cab Calloway and the
Nicholas Brothers

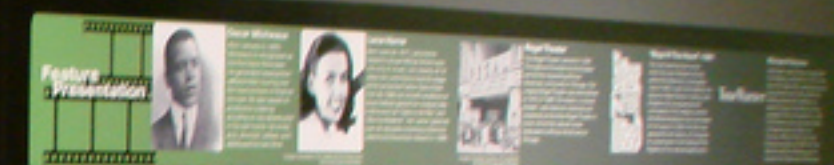
1939
Hattie McDaniel
Wins an Oscar for Best
Supporting Actress
for *Gone With the Wind*

1954
Dorothy Dandridge
Becomes the first African
American nominated for an
Oscar in a lead role for her
performance in *Carmen Jones*.

1950
Amos 'n' Andy
The first nationally broadcast
weekly television series
starring two African American
in the leading roles, ran on ABC
from 1950 to 1953.

1956
Nat King Cole Show
Debuts on NBC, making it the
first African American-hosted
variety program.

1963
Rev. Dr. Martin Luther King, Jr.
"I Have a Dream" speech is televised



1971
Swamp Music
Lena Horne's first film
since *Carmen Jones*, the period of her
return to Hollywood.

1964
Sidney Poitier
Becomes the first African
American to win an Oscar
for a lead role in the film
Lilies of the Field. He also
won a Golden Globe for
the same performance.

1973
Black Filmmakers
Hall of Fame
established in Oakland, California.

1980
A Dry White Season
Euzhan Percy becomes the
first black woman to direct a
feature-length film for a
major studio.

1990
Whitney Houston
Wins an Oscar for her role in *Boyz n the Hood*.

1995
John Singleton
Becomes the youngest director
ever to receive an Oscar for his
film *Boyz n the Hood*.

2008
Denzel Washington
Wins an Oscar for his role in *Roman J. Israel, Esq.*

1966
I Spy
Bill Cosby becomes the first
African American to win an
Oscar for Outstanding Continued
Performance by an Actor in a
Leading Role in a Dramatic
Series. He won the award three
years later.

1974
Good Times
The first African American
family sitcom.

1975
Musical Chairs
African American game show
debuts.

1977
Roots
Takes home a Emmy and a
Golden Globe. It is the
first television miniseries to
win the Best Adapted Screenplay
award.

1978
Mina Robinson
The first African American
to host a nationally
broadcast television news
program in the United States.
ABC's *Black Book* tonight.

1980
BET
The first African American
television network.

1984 - 1992
The Cosby Show
The first African American
sitcom to be a top 10
series in Nielsen ratings for the
consecutive seasons.

1989 - 1994
Aretha
The first African American
woman to host a nationally
broadcast television news
program.

1990's - 2000's
Qwest
The first African American
television network to be
owned and operated by
African Americans.

2004
TV One
The first African American
television network to be
owned and operated by
African Americans.

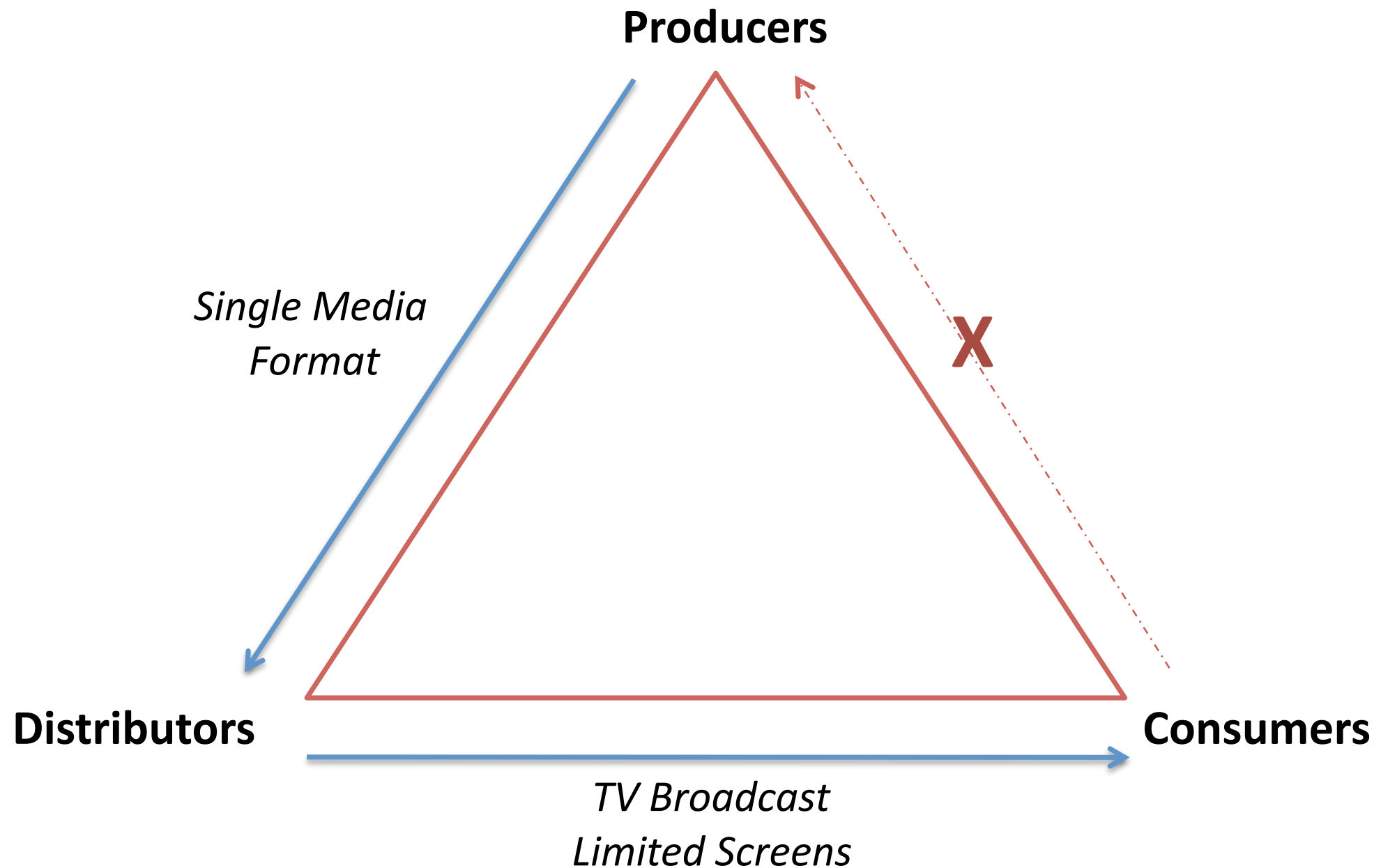
2006
The first African American
television network to be
owned and operated by
African Americans.

2008
The first African American
television network to be
owned and operated by
African Americans.

2008
The first African American
television network to be
owned and operated by
African Americans.

2008
The first African American
television network to be
owned and operated by
African Americans.

The old model



Scotch™ EG+

VHS

Stereo	On	Off	Noise	On	Off	Recording Time	SP	LP	EP
Hi-Fi	☐	☐	Reduction	☐	☐	in minutes	120	240	360

0-480 Connie-Shawn's Barbecue.
 480-1395 Eddie-Jake Baseball.
 1395-1580 Cabin + Landscape.
 1580-1735 SUN Valley.
 1735-1880 S-V Kid Ice Skating.
 1880-2050 " " Swimming Sm. Pool.
 2050-2130 " " Inside Condo
 2130-3530 " " Fishing.

Scotch

EG+
High Grade

T 120



VHS

TM

Scotch™
T-120 VHS

3530-3610 S-V. Kids Ice Skating.
 3610-4100 " " " Roller Skating.
 4100-4240 " " Large Swim Pool.
 4240-4655-5215 S.V. Condo - Pro. Skating.
 5215-5300 S.V. Condo - End of S.V.
 5320-5910 S.V. - Spokane - Regie - Colleen - S.V. Cab.

Scotch

EG+
High Grade

T 120

TM



VHS

[Music](#)[Movies ▾](#)[TV Shows](#)[App Store](#)[Books](#)[Podcasts](#)[iTunes U](#)[Ping](#)

\$50.21

[macaubas@macaubas.com](#)

New and Noteworthy

Sort By: **Featured** ▴ ▾

Sherlock Holmes: A Game of Shadows

Action & Adventure

Released Dec 16, 2011

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



The Artist

Comedy

Released Nov 23, 2011

\$17.99 BUY HD MOVIE ▾

\$14.99 BUY MOVIE ▾



Act of Valor

Action & Adventure

Released Feb 24, 2012

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



Saving Private Ryan (Remastered)

Drama

Released Jul 24, 1998

\$9.99 BUY HD MOVIE ▾

\$6.99 BUY MOVIE ▾



John Carter

Sci-Fi & Fantasy

Released Mar 09, 2012

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



Journey 2: The Mysterious Journey

Kids & Family

Released Feb 10, 2012

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



Tyler Perry's Good Deeds

Drama

Released Feb 24, 2012

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



Superman vs. the Elite

Action & Adventure

Released Jun 12, 2012

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



Indie Game: The Movie

Documentary

Released May 17, 2012

\$12.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



Ghost Rider: Spirit of Vengeance

Action & Adventure

Released Feb 15, 2012

\$17.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



Safe House

Action & Adventure

Released Feb 07, 2012

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



This Means War

Comedy

Released Feb 17, 2012

VIEW MOVIE ▾



Man On a Ledge

Thriller

Released Jan 27, 2012

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



The Grey

Drama

Released Jan 27, 2012

\$14.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



Mission: Impossible - Ghost Protocol

Action & Adventure

Released Dec 16, 2011

\$19.99 BUY HD MOVIE ▾

\$4.99 RENT HD MOVIE ▾

Also in SD ▸



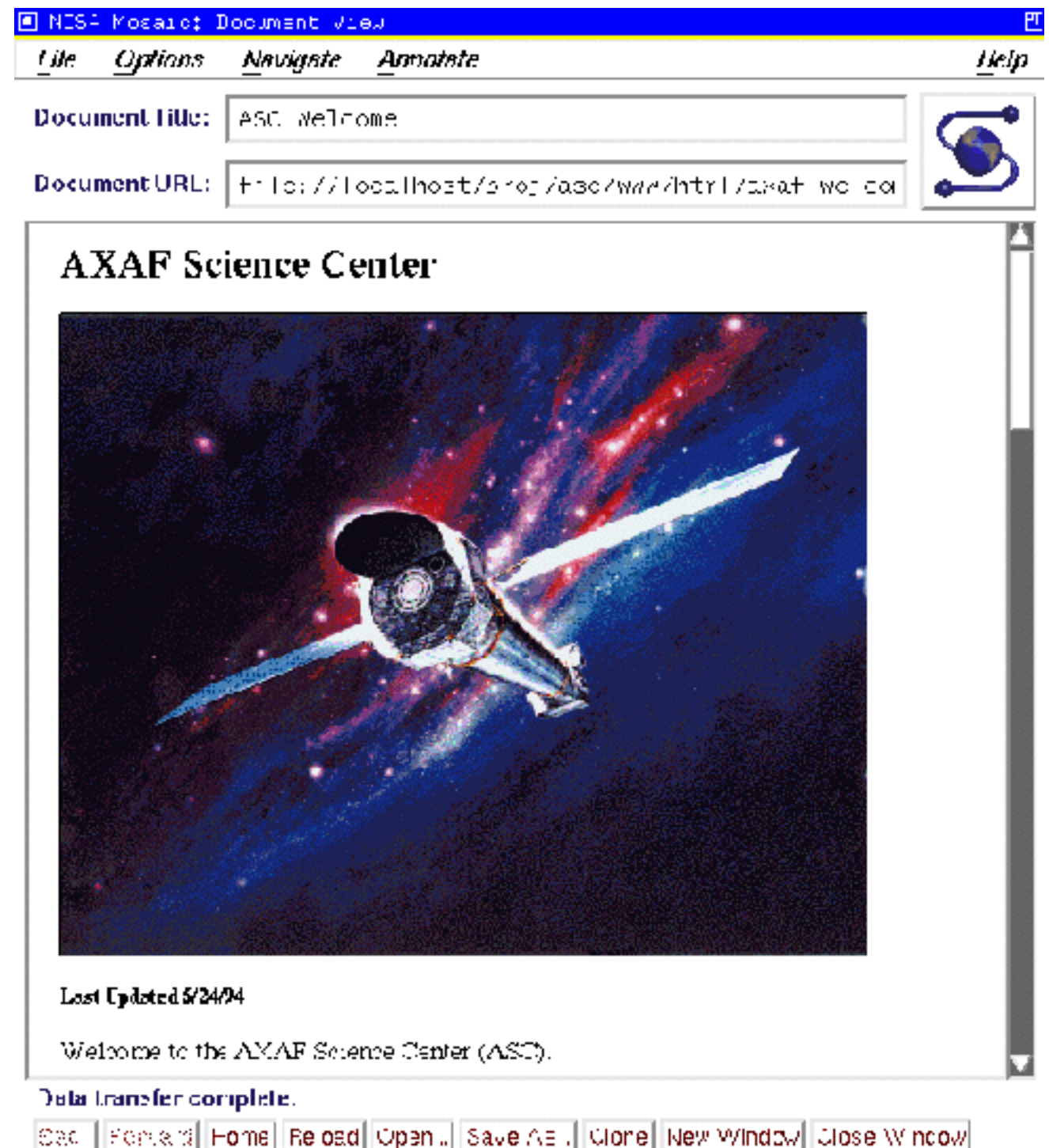
Chronicle

Action & Adventure

Released Feb 01, 2012

VIEW MOVIE ▾

(1993) Mosaic - 1st browser visual



(1996) Vosaic - 10 video streaming player



Linha do tempo

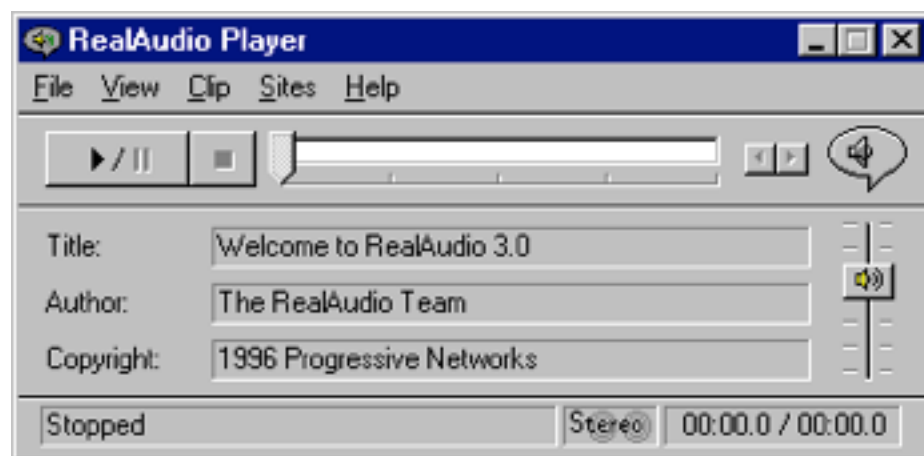
1991- Media Player (Windows 3.0)

1994- Surge a Progressive Networks

1995- RealAudio 1.0

1997- RealVideo

2000- Windows Media Player 6.4



Linha do tempo

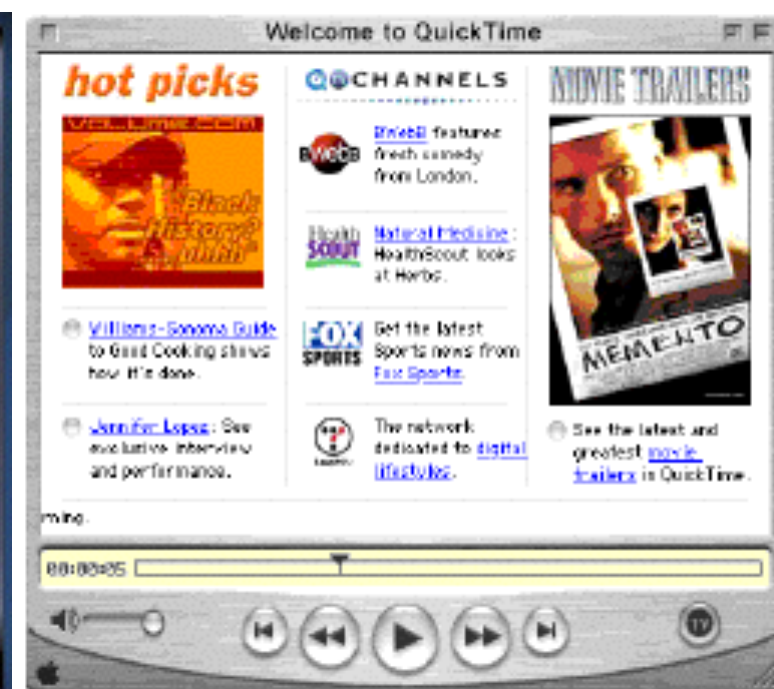
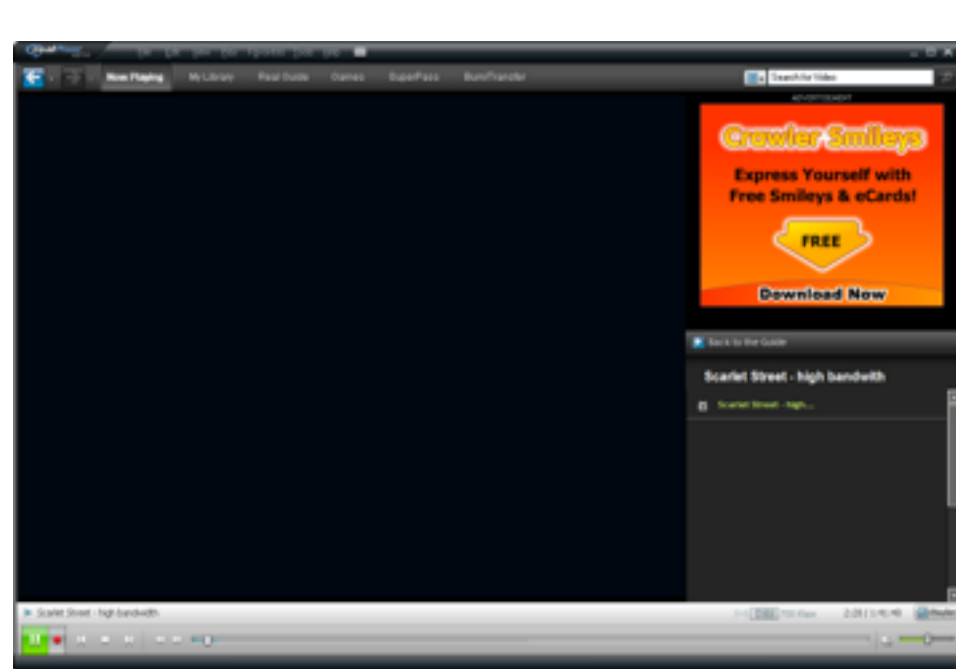
2006/2008

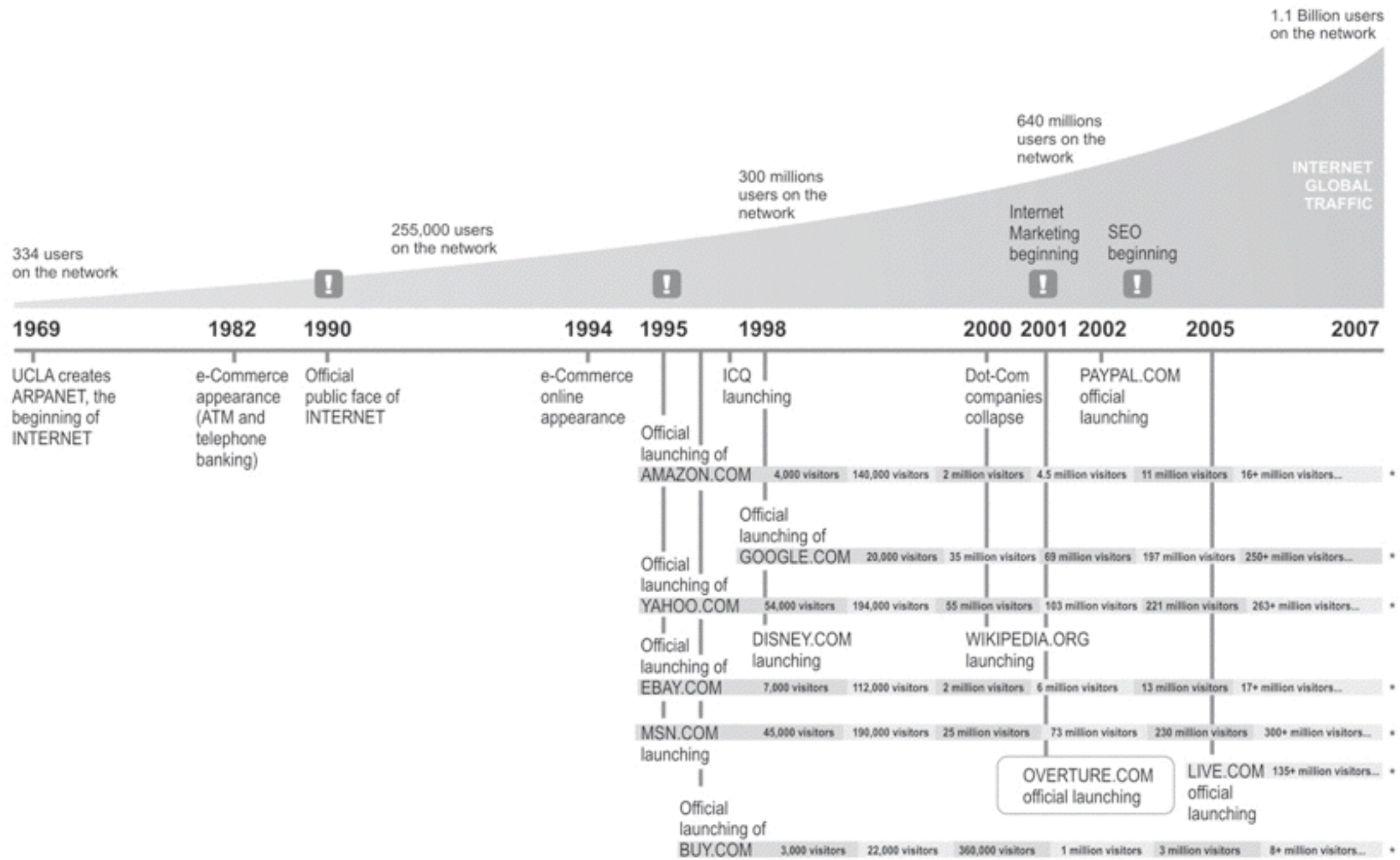
Real Player 11 – Universal Player

Windows Media Player 11 series

Apple QuickTime 7 – MPEG 4

Adobe Flash Video - FLV

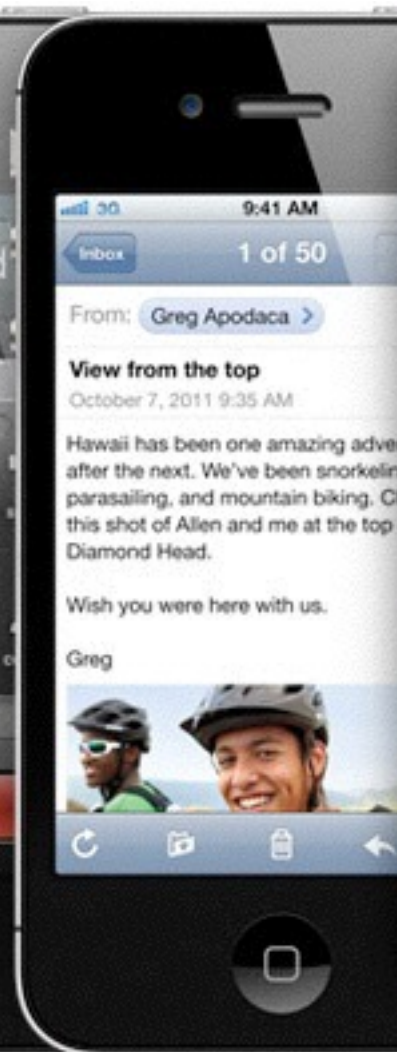




* User traffic calculation per day







Rented



Top Movies



Movies



TV Shows



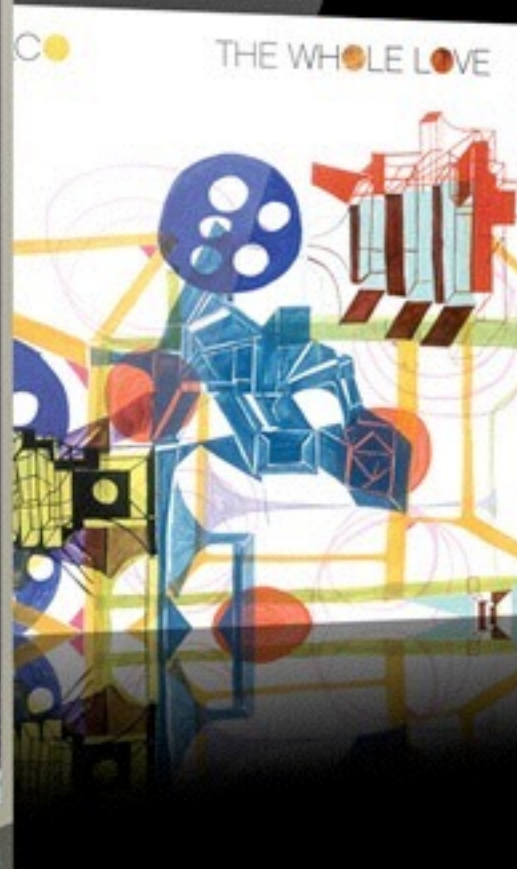
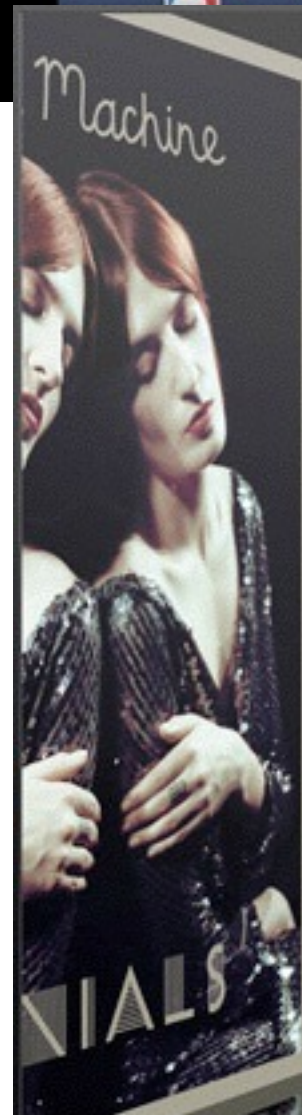
Music



Computers



Settings



Erin's Library

Music



Rentals



Movies



TV Shows



Podcasts



iTunes U



Photos



Bad News for Studios: Viewers Prefer Rentals Online

By Ryan Lawler | Feb. 14, 2011, 1:06pm PST | 2 Comments



Online video rentals are far outpacing the sale of digital movies online, which is bad news for studios hoping that digital distribution might make up for an anemic DVD market. Can the introduction of the DECE's digital rights locker change consumer behavior? [Read More »](#)



V.S.



Video Store



Movies



TV Shows



Music Videos



Game Videos



Shorts

THE RICHES
Get It Now!



Marketplace Home



Active Downloads

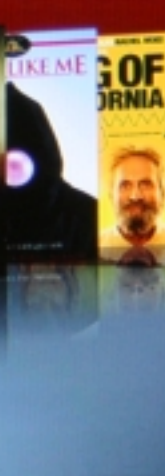
Back 

Select 

NETFLIX

Instant Queue

1 of 12



A Select Y Play

XBOX LIVE

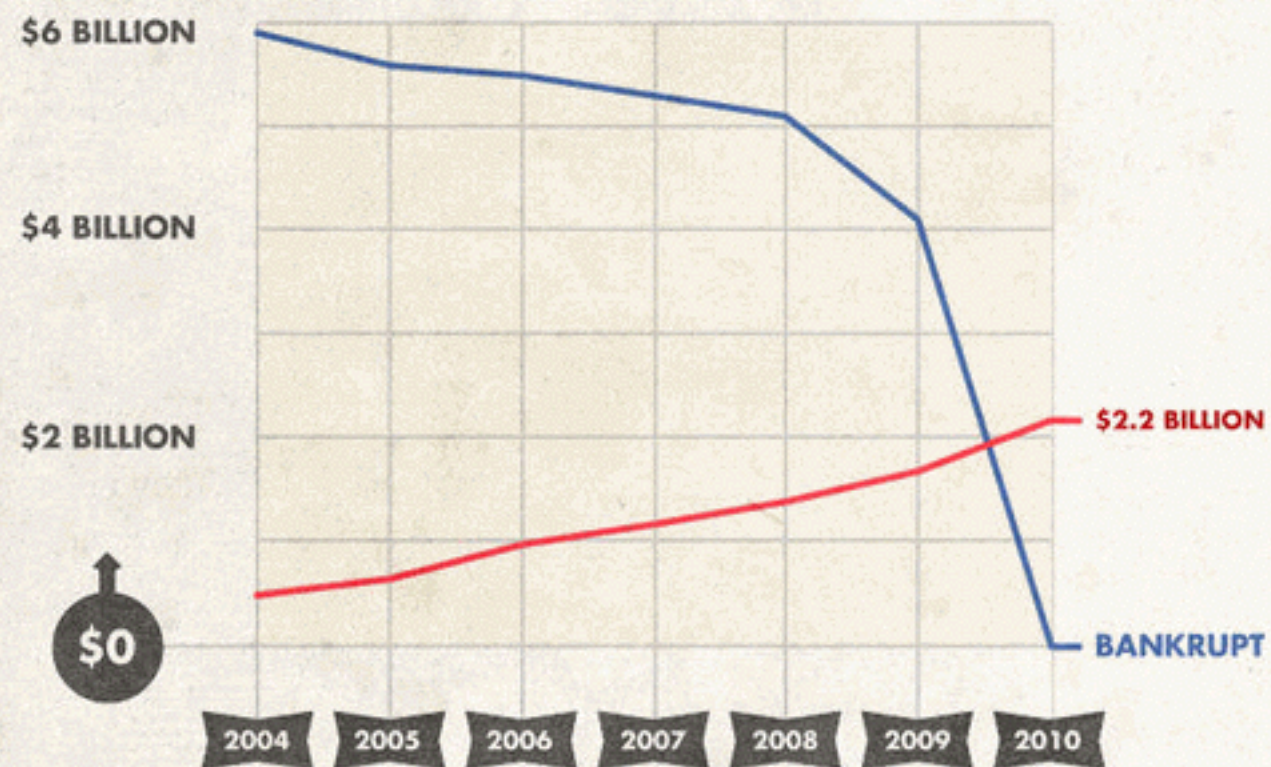


GIZMODO

NETFLIX VS. BLOCKBUSTER (2004-2010)

■ BLOCKBUSTER REVENUE

■ NETFLIX REVENUE



183 milhões de
usuários assistiram a
48 bilhões de vídeos*

dados de Janeiro/2014, mercado americano.

* fonte: https://www.comscore.com/Insights/Press_Releases/2014/2/comScore_Releases_January_2014_US_Online_Video_Rankings

média de 1.155
minutos assistidos por
usuário*

dados de Janeiro/2014, mercado americano.

* fonte: https://www.comscore.com/Insights/Press_Releases/2014/2/comScore_Releases_January_2014_US_Online_Video_Rankings

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