



Enrico Menduni

# Digital Media

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*Not only*

Digital Technologies

*But*

Digital Media



## *Why?*

a) All “Technologies” perform as Media

carrying, selecting and exchanging contents  
like traditional media but forcing their limitations

b) They form a new Mediascape

remediating old media and mixing them with “new media”

a) In a digital form, all “old media”  
are “new media”

Bolter-Grusin Manovich Jenkins



Only digital media culture  
allows us to understand  
contemporary television, radio, press  
even if not yet digital



A concise timeline



1989 – Fall of Berlin Wall

1993 – WWW

1995 – Explorer – Real Audio

1995 – Hot Bird II, First digital DBS

1998 Multimedial Mobile Phones (3G)



2000 (March) – Fall of Nasdaq

2001 (4 sept.) Napster Sentence

September 11, 2001







eBay 1995  
Blogs 1997  
Google 1998  
GPS 2000  
Wikipedia 2001  
iPod 2001  
iTunes 2002  
Skype 2002  
Wi Fi 2002  
Instant Messaging 2002  
Cell Phone photo 2002



MySpace 2003  
Second Life 2003  
Facebook 2004  
Google Earth 2004  
YouTube 2005  
Flickr 2005  
Cell Phone TV 2005  
Wi Max 2005



*From*  
Communication (Information, Culture, Entertainment)  
in the public sphere  
  
*to*  
Communication in the household  
  
*to*  
Mobile Communication



*From*  
Broadcast (one way) Communication  
*to*  
Interactive Communication



*From*  
Consumers

*to*

Prosumers

(Producers +Consumers, Alvin Toffler 1971)



*From*  
Internet Portals

*to*

Internet 2.0

Wiki – gift economy – long tail  
incorporating user's activities and contents



*From*  
Intermediality

*to*

Convergence

made possible by the same digital nature  
formatting and transporting contents  
from one media to another



*From*  
Broadcast contents

*to*

Contents Mix

broadcast + freelance + amateurs + surveillance monitoring  
+ webcams + cell phones + videogames + digital animations

*to*

USG

Users' Generated Contents





*From*  
Broadcasting Programs Grid

*to*

Customized Viewing Diet

broadcast Tv – Digital pay per view – DVDs - Videogames

# FREE

A double meaning:

- a) freedom of speech
- b) gratuity, no pay, freedom of commerce

*(not in latin languages!)*

Livre - Gratuito



*Two economic models:*

a) Telecommunications and Pay-per-view:  
low connection costs, added value quality contents

b) Broadcasting, Press: contents are free  
(paid by advertising, manufacturers, wiki,  
pressure groups, exploiting temporarily-paid creative workers)



*A double society:*

Free – low cost – low quality – low rights

Pay – High costs – High quality – huge rights

*After – democratic societies?*



## *Next future*

More communication

More freedom (perhaps)

Many old and new dangers of abuse

*Communication Studies are socially necessary*



*Thanks for your kind attention!*

[menduni@uniroma3.it](mailto:menduni@uniroma3.it)  
[www.mediaudies.it](http://www.mediaudies.it)