Mareike Jenner

Netflix and the Re-invention of Television
## Contents

1. Introduction: Netflix and the Re-invention of Television  
   Part I  
   2. Introduction: Control, Power, Television  
   3. Managing Choice, Negotiating Power: Remote Controls  
   4. New Regimes of Control: Television as Convergence Medium  
   5. Digital Television and Control  

Part II  
6. Introduction: Binge-Watching Netflix  
7. Scheduling the Binge  
8. 'Quality', 'Popular' and the Netflix Brand: Negotiating Taste  

vii
9  Netflix Marketing: The Binge and Diversity 161

Part III  Netflix and the Re-invention of Transnational Broadcasting

10  Introduction: Netflix as Transnational Broadcaster 185
11  The Transnational, the National and Television 199
12  The Transnational and Domestication: Netflix Texts 219
13  The Netflix Audience 241

Part IV  Conclusion

14  Conclusion 263

Bibliography 271

Index 293