



Theory on demand #18

Geoblocking and Global Video Culture

How do global audiences use streaming platforms like YouTube, Netflix and iPlayer? How does the experience of digital video change according to location? What strategies do people use to access out-of-region content? What are the commercial and governmental motivations behind geoblocking?

Geoblocking and Global Video Culture explores the cultural implications of access control and circumvention in an age of VPNs. Featuring seventeen chapters from diverse critical positions and locations – including China, Iran, Malaysia, Turkey, Cuba, Brazil, USA, Sweden and Australia – the book offers a wide-ranging analysis of region control in digital media industries.

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