

Theory on Demand #27  
**Videoblogging Before YouTube**  
Trine Bjørkmann Berry

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A compellingly written and highly original study of the practices of the early-adopter video blogging community. This essential study will change the ways in which we think about past, present and future online creative communities and digital platforms.

- Catherine Grant, *Birkbeck, University of London*

A rich and illuminating narrative of the communities, aesthetics and technologies of videoblogging before YouTube. At a moment when the digital media imagination seems to have been captured by corporate behemoths, we need more stories like this.

- Jean Burgess, *Queensland University of Technology, Australia*

In *Videoblogging Before YouTube*, Trine Bjørkmann Berry offers a cultural history of online video, focusing on the critical moment when the internet moved from being a mostly textual medium to a truly multimedia one. Through a close analysis of the early videoblogging community and their creative practices, she argues that early in the new millennium a new cultural-technical media hybrid emerged. This coalesced around the short-form digital film whose aesthetic, technical form and content is a predecessor to, and anticipator of our current media ecology.

Trine Bjørkmann Berry is a visiting researcher at the University of Sussex. She publishes on online video, digital culture and aesthetics. Her new research examines the history and practices of the video essay.

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