[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)Over The Top Movie Content – The Transformation of Cinema on YouTube’s Digital Platform

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| ABSTRACT |  |  |
| This research is critical study exploring significant changes in the form, distribution, industry, and ways of enjoying films. It observes the development of films from their early emergence, then compares them with the form of films in the digital era. Content on the YouTube Movies feature serves as the subject of study, while the object of study is the transformation of films on over-the-top platforms. As a qualitative study, this research employs an explorative comparative method with a systematic mapping study and systematic literature review approach. The aim is to discover the transformation of films from products of expression to industrial commodities in the digital cinema era. The study identifies three periods in the evolution of film: the early cinema period, the modern period, and the digital period. The evolution of each period consists of attractive cinema, closely related to the technological exploration of the production process (how to show), and narrative cinema, associated with the development of film as a communicative art (how to tell a story). These findings indicate that art is related to how technology is developed. This means that technological advancements require films to continually adapt to the times, reflecting the spirit of the avant-garde movement.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2020-03-31  Revised 2020-09-23  Accepted 2021-03-01  Keywords  Over The Top  Movie Content  YouTube  Cinema  Digital Platform |