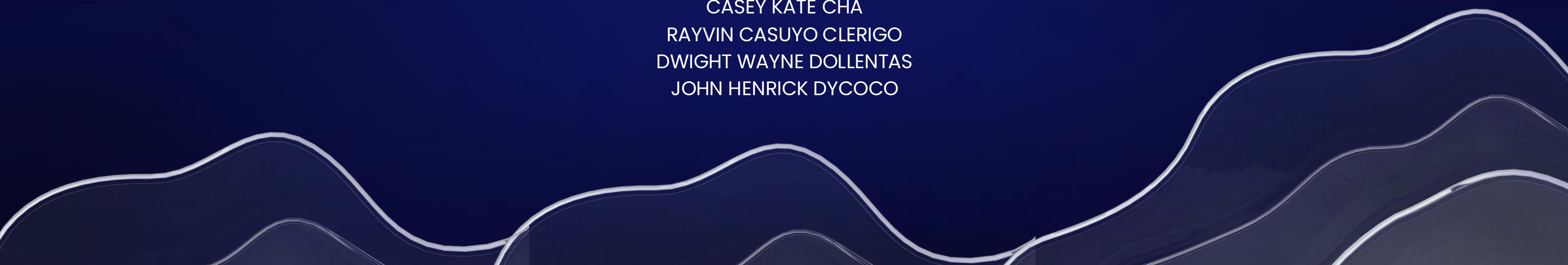



APPLICATIONS OF ENTERTAINMENT AND MEDIA PLATFORMS

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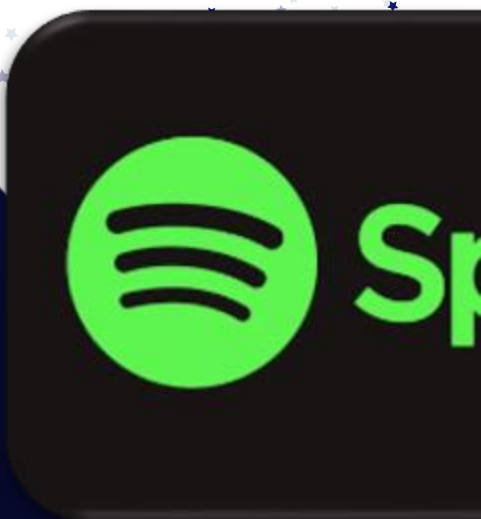
❖ **STREAMING AND VIDEO SERVICES**

These are online platforms that allow you to access and watch TV series', films, music, and other types of media content in real time without needing to download any files beforehand. These services are accessible on a variety of devices such as smartphones, tablets, smart TVs, and computers, enabling you to enjoy content anywhere.



NETFLIX

is a subscription model streaming service that offers a vast library of movies, TV shows, and original content. The service is available globally in many languages and primarily distributes original and acquired movies and television series from a variety of genres.



NETFLIX

Pros:

- **Variety**

They offer a vast array of TV shows, movies, documentaries, and original content across various genres and languages

- **High Quality**

offers original content, which is frequently very high quality and allows you to stream offline.

- **User friendly**

has features that helps the user to easily navigate through the platform.

- **Versatility**

allows you to create multiple profiles which helps in personalizing recommendations and separating viewing histories across different devices including smartphones, tablets, smart TVs, laptops, and gaming consoles.

Cons:

- **Price tag**

compared to other streaming platforms, Netflix can be somewhat pricey.

- **Location Specific**

due to licensing agreements, content availability varies by location, thus some television programs and films might not be available in other locations.

- **Abundance**

Netflix has a ton of amazing content, not all of it is high quality. Because of its vast abundance, some content may not be as compelling as others.

The Disney logo is shown in white script on a blue background, partially visible in the top right corner of the image.The Netflix logo is shown in red capital letters on a dark blue background, centered in the middle of the image.The Spotify logo is shown in green on a black background, partially visible in the bottom right corner of the image.

DISNEY PLUS

is an American streaming service owned and operated by Disney streaming, the streaming division of Disney entertainment. Disney + primarily films and TV shows owned and produced by Walt Disney Studios. They also feature content from Pixar, Marvel, Star Wars, and National Geographic.



DISNEY PLUS

Pros:

- **Family friendly**

They are known for their family friendly content, which are great for households with children

- **Variety**

They offer a vast array of films such as Disney classics, Pixar and Marvel films, Star Wars and National Geographic content across various genres and languages.

- **Flexibility**

allows you to stream content offline and across multiple devices.

Cons:

- **Unpredictability**

Disney+ periodically rotates its content, so some films or television series may eventually disappear from the site.


- **Location Varies**

Some television shows and movies may not be accessible in other locations, due to licensing agreements that dictate content availability by geography.



◆ LIVE STREAMING PLATFORMS

These platforms allow users to broadcast live video content in real time. These platforms are utilized for a number of things, such as social media, gaming, live events, and broadcasting professionally.



TWITCH

is an american live streaming service that focuses on gaming live streams, broadcasting esports competition, creative content, and IRL (In Real Life) live streams. It is operated by twitch interactive, a subsidiary of amazon. It was launched in 2011 and has since become one of the leading platforms for live streaming and gaming content.



TWITCH

Pros:

- **Interactivity**

it allows the streamer and the viewer to have real time interactions, creating a dynamic and engaging experience

- **Variety**

Though twitch focuses on gaming it still has a variety of categories including talk shows, music streams, art live streams, cooking streams and many more.

Cons:

- **Unpredictable community**

It may not apply to every live chat but occasionally they can be a source of harassment or toxicity, streamers must actively monitor and control their channel


- **Location Dependent**

Regional or licensing restrictions may restrict certain services or content based on a user's physical location



◆ MUSIC STREAMING PLATFORMS

a type of online streaming service that mainly focuses on streaming music and sometimes other forms of audio content such as podcasts. These types of platforms are usually subscription-based services allowing them to stream a variety of music without a copyright restriction. Some platforms may offer free tiers with limitations such as ads and limited features.



SPOTIFY

is an audio streaming service that was founded on April 23, 2006, and is one of the biggest music streaming platforms globally, with over 626 million users and 246 million paying subscribers. It allows the user to access and listen to countless music, albums, podcasts, and playlists all over the internet.



face

twi

SPOTIFY

Pros:

- **Variety**

It provides access to over 100 million songs across a wide range of albums, artists and genres.

- **Cross-platform**

Spotify is available in multiple type of devices such as computers, mobile phones and TVs.

- **Interactivity**

Users can exchange music, follow friends, and view each other's playlists

- **Offline Access**

Enables users to download playlists and music for offline listening for premium subscribers.

Cons:

- **Limited access in the free version**

In this version, ads interrupts the user's experience and users are not allowed to download music to stream offline.


- **Location Specific**

License agreements may prevent some music and features from being available or limited in certain locations.



❖ SOCIAL MEDIA PLATFORMS

These online platforms offer a wide variety of utilization, such as providing a platform for communicating with your loved ones, for relaxing content to relieve you from stress and it even allows users to create, share and exchange content and info with other users online.



FACEBOOK

is an American multinational technology application based in California. The company owns and operates Facebook, Instagram, Threads, and WhatsApp, among other products and services.



FACEBOOK

Pros:

- **Connectivity**

It provides the access of communicating between users, from two-person conversations to group discussions online.

- **Versatility**

The app is available in various devices such as computers, phones and TV's.

- **Free and Quality communication**

Users can freely exchange info and messages within seconds.

- **Variety**

Users can choose between the large variety of content available online from funny skits to educational material.

Cons:

- **Privacy leaks**

Users are always advised to think before you click for the reason that they may be vulnerable to cyber attacks like identity theft and hacked accounts.

- **Misinformation**

Not everything is as it seems, info online varies from its source and due to Facebook's versatility, users are allowed to post or say anything they leading to some unfortunate misunderstandings.

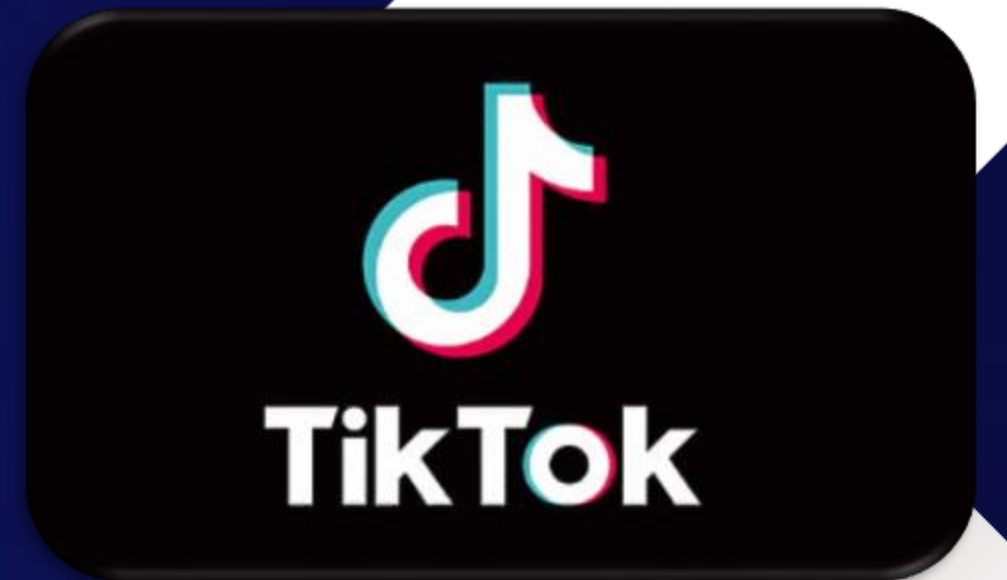
- **Addicting**

Due to the vast selection of content for other users apps like Facebook can be addicting.



TIKTOK

is a social media platform that allows users to create, share and discover short-form videos based in China.



TIKTOK

Pros:

- **Versatility**

The app is available in various devices such as computers, phones and TV's. And the app's content is available in any country unless its banned by the country.

- **Variety**

There is an extensive variety of content available on the internet, ranging from learning materials to humorous skits.

Cons:

- **Privacy leaks**

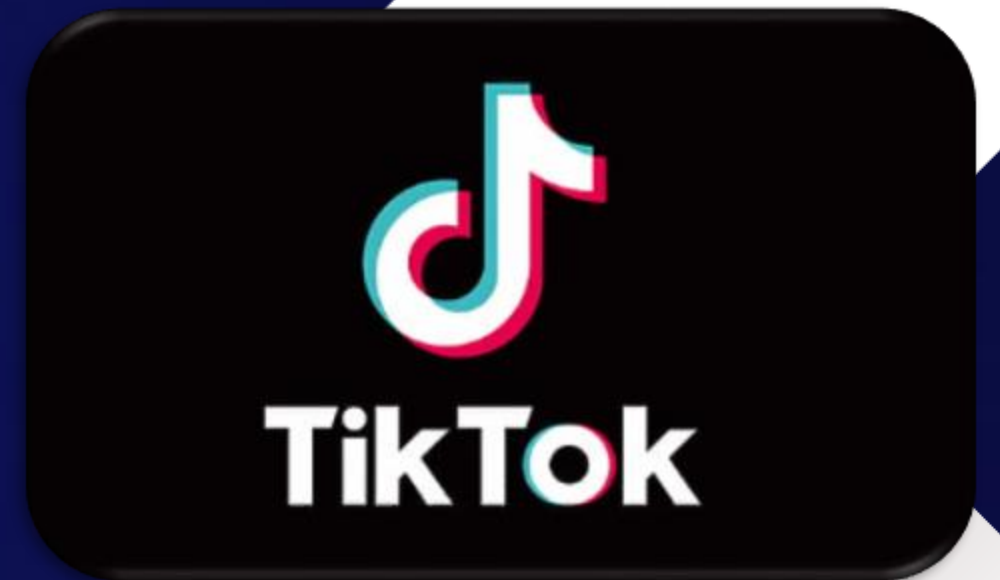
Due to trends, others users accidentally leak personal info that might lead to cyber attacks or even malicious use of their info.

- **Toxic Community**

These days, negativity is a widespread issue on all social media platforms. Even the most prominent creators on the platform have voiced concerns about the negative comments.

- **Addicting**

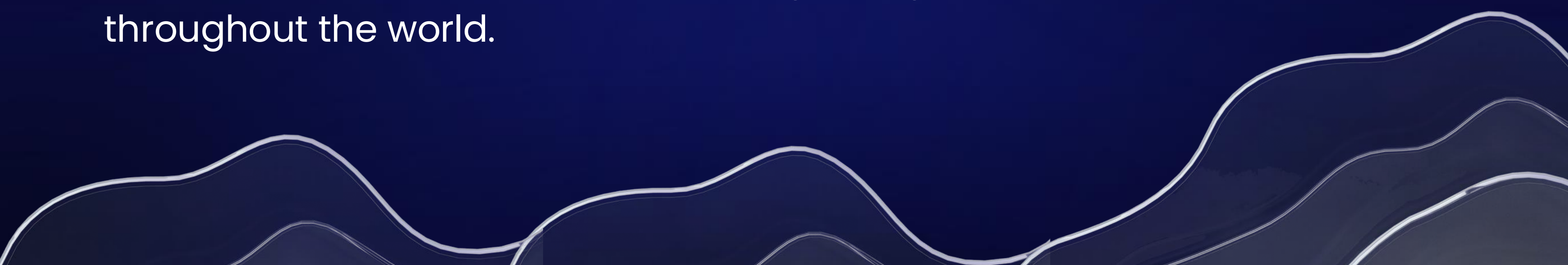
Due to the short-form content posted in Tiktok, this led to some controversial articles stating that the app led teens to develop a shorter attention span.



GAMES

- This section will be more focused on video games, which are technologies created for play that combine different forms of play, such as chance, competition, and role-playing, within a game space.
- They provide users with a range of playful activities, possibly foster relationships, get to know other people you normally wouldn't get involved with, and offer unique learning experiences by requiring players to learn and master new associations and rules in novel game environments.

◆ SINGLEPLAYER VIDEO GAMES

- There are a vast number of single player video games with each variety and subgenre.
 - These range from story-oriented video games, which convey a narrative story, either linear or with branching choices that lead the player to a different ending, arcade games or sandbox games which provide the player with infinite possibilities on how they interact with and shape the virtual world in the game.
 - A popular sandbox game is Minecraft which was released back in 2009 and has since left a mark in not just the gaming subculture but also pop culture throughout the world.
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SINGLEPLAYER VIDEO GAMES

Pros:

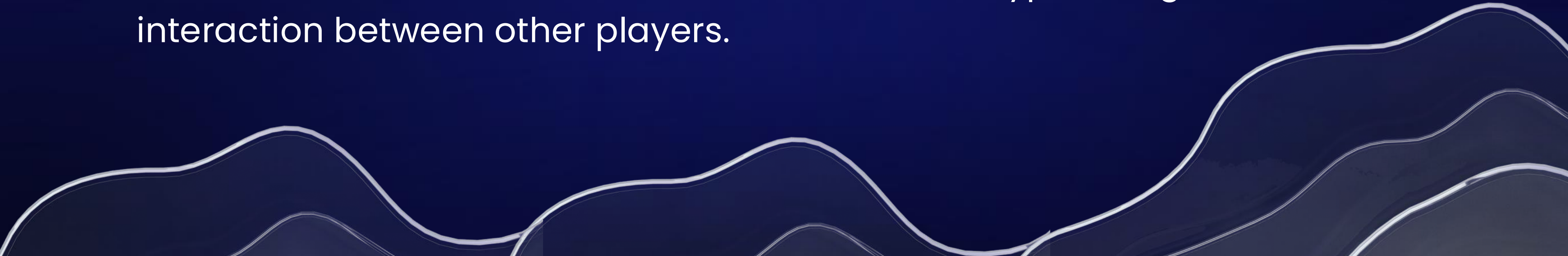
- **Uninterrupted Immersion and Narrative Depth**
- **Personalized Pace and Freedom**
- **Enhanced Creativity and Problem-Solving Skills**
- **Therapeutic and Relaxing Experience**
- **Self-Reflection and Personal Growth**
- **Time Management and Flexibility**

Cons:

- **Cannot play with friends or show off your achievements to others.**
- **Because a single-player game cannot offer the same challenge as playing with others, most are played only once and are often never finished.**
- **If not well designed, a single-player game can seem scripted or predictable and less immersive.**
- **Competitiveness**



◆ MULTIPLAYER VIDEO GAMES

- These video games typically require internet access to be able to play with other players, however there are also video games that offer local multiplayer, which means multiple people can play the same game on the same device.
 - These types of games usually lean more on the competitive side, rather than the more laidback experience single player games provide.
 - In this subgenre, players are typically a part of a massive world in which you can freely see and interact with other players from all around the world. It is common for communities to be built in these types of games due to the interaction between other players.
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MULTIPLAYER VIDEO GAMES

Pros:

- **Building Connections and Friendships**
- **Fostering Collaboration and Teamwork**
- **Promoting Family Bonding and Quality Time**
- **Encouraging Creativity and Self-Expression**
- **Creating Communities and Support Networks**
- **Promotes leadership skills**

Cons:

- **Addiction tendency**
- **Loss of money**
- **Cyber bullying**
- **Online games can cause various mental health issues like anxiety, depression, and a preference for isolation.**
- **Internet connectivity can sometimes expose the players' personal details and lead to theft or cyberbullying.**



◆ BROADCAST MEDIA PLATFORMS

News is an essential source of information that is shared through a variety of media platforms especially social media platforms but most are sources are not trusted, hence the creation of Broadcast Media Platforms. It is essential for increasing public awareness, giving information about the weather both now and in the future, providing safety advice, and informing people about approaching emergencies or natural disasters.

TELEVISION

is a system for advertising, entertainment, news, and sports. Nowadays, televisions are the best source of news, for the reason that most of the trusted news sources are presented in TVs.



TELEVISION

Pros:

- **Raises awareness and informs the community about current events.**
- **Provides crucial information on weather forecasts and safety tips.**
- **Educates about natural disasters and prepares individuals for potential risks.**
- **Helps people stay updated on community and global issues, fostering knowledge and awareness.**

Cons:

- **Overwhelming or sensationalized news coverage leading to anxiety or fear.**
- **Biased reporting may influence public opinion or create division.**
- **Exposure to negative news content can impact mental health and well-being.**





THANK YOU!