**Week 3 Discussion Questions**

“Black Mirror: Bandersnatch Could Become Netflix’s Secret Marketing Weapon” by Jesse Damiani

<https://www.theverge.com/2019/1/2/18165182/black-mirror-bandersnatch-netflix-interactive-strategy-marketing>

1. What benefits does the interactive format of the *Bandersnatch* episode offer to Netflix?
2. How would you describe this genre of the interactive episode? Does it fit into an existing genre or does it transgress into a new form? Why?
3. Establish some genre conventions that you can apply to the episode.
4. Can you think of a similar example that follows the genre conventions you established? Elaborate on your example(s).
5. What is your prediction about the way how this form of interactive content will develop?