



IMPACT OF SOCIAL MEDIA ON CONSUMER ENTERTAINMENT BEHAVIOUR: A PARADIGM SHIFT IN NEW MILLENIUM

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ABSTRACT The new millennium has witnessed a paradigm shift in the world of entertainment due to the use of social media. Due to the advent of social media, more people are using internet as a source of entertainment instead of watching television or films. There is a sea change in consumer behavior in entertainment consumption as an increasing trend is witnessed towards use of social media. Even in underdeveloped world too more and more numbers of people have become prone to use of social media instead of using traditional medium of entertainment. As per finding of various studies, social media has been accepted as most popular medium of entertainment by many including illiterate too. Irrespective of class, educational status and gender, more than 50% people today believe that social media is a form of entertainment. In comparison to developed countries like US, Britain and china, India has witnessed a major paradigm shift with nearly 48% urban consumer and 35% rural consumer accepting and preferring social media for entertainment purpose. At this backdrop, the present paper has made an earnest and humble attempt to answer and analyze the fundamental research questions how social media has changed the entertainment experience as consumed previously through film, TV, radio. The present paper systematically enquires the impact of social media on consumer behavior in entertainment world and analyses its changing dynamics.

KEYWORDS : Social Media, Paradigm shift ,Consumer entertainment behavior, Digital World, Social Networking Sites.

1. INTRODUCTION

The use of information communication technology in new millennium has radically transformed consumer entertainment behavior. Traditional source of entertainment has been greatly influenced and affected with the advent of social media. Social media includes social networking sites and blogs where people can easily connect with the digital world. Since the emergence of these social networking sites like Twitter and Face book, human interface with society has undergone a dimensional change. Social media has been mainly defined to refer to “the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information collaborate on a common effort, or build relationship”. *Consumer entertainment behavior* has witnessed a paradigm shift, irrespective of caste, class and gender. Traditional entertainment sources has not only undergone delay nature, but witnessed with phenomenal changes. Entertainment is a form of activity that holds the attention and interest of people giving pleasure and delight.

In US social entertainment survey reveals that 56% of people use social media for entertainment purpose. In Britain about 63% people use internet more frequently for entertainment with a declining trend of use of conventional medium of entertainment i.e. radio, TV, cinema etc. One research study in China has revealed about massive shift in media consumption via internet over the decades with declining of watching television by 42% and a rise of internet by 45%. One such research has also revealed that consumer behavior in entertainment consumption in India has witnessed a major paradigm shift with nearly 48% urban consumer and 35% rural consumer accepting and preferring social media for entertainment purpose.

Over the past decade a new form of media has arisen which due to its social features seem to have a great power of influence on consumers' entertainment process. Today in the new millennium more and more consumers use Social Media for communication en reaching their entertainment. Prevailing new concept of social media has made the users to be more energetic, informative and also more expansive. The study aims to explain how the influence of Social Media is reflected on consumers' entertainment and how it influences differs at the various stages of this process. Thus, social media has accepted as the more the consumer progresses through the stages the more the influence of more easy and accessible source of entertainment than its traditional sources. Other findings explain that cultural background such as nationalities makes Social Media influence more or less strong according to the different stages of the consumers' entertainment. The study also highlights implications for users that have the opportunities to seize the power of influence of Social Media. This paper indicate directions for futures researches to investigate the impact of characteristics, such as cultural background, demographics features and differences in usage, on the influence of Social Media that might affect consumers' perception and attitude in new millennium.

2. PROBLEM RECOGNITION

Problem recognition takes place whenever a consumer recognizes a significant difference between the desired and the actual state of affairs, which is in sufficient magnitude to *arouse and activate* the decision process (Solomon, Bamossy and Askegaard 2002), or need triggered by internal or external stimuli. After the realization of a problem, it initiates the search for information before any typical using action.

When an individual is triggered externally, for instance, a person may see a television advertisement for a vacation, the stimuli triggers thoughts or ideas about the possibility of making a purchase (Kotler and Keller 2009). Nowadays, *the traditional sources such as TV, Radio are no longer the only source of entertainment, it virtually replaced by social media*. As a result of social networking site viewers are exposed to vast amount of information and entertainment.

At present time conjuncture, the wide use of social media also affected adversely the time, money and behavioral pattern of Children, students, youth, adult office worker, non-worker including housewives, who are using un purposefully. The purpose of this paper is to identify the use of social media and its impact on consumer entertainment behavior.

3. LITERATURE REVIEW

Social networking services (SNS) are increasingly popular amongst young people regardless of geographical location, background and age. They include services such as Facebook.com, MySpace.com and Bebo.com which have many millions of members each. It also includes services, such as Elftown.com (for fans of fantasy and science fiction) and Ravelry.com (for fans of knitting!) with small numbers of members, often connected by a specific common interest. Furthermore, many services created for media sharing (e.g. Flickr for photo sharing, Last.FM for music listening habits and YouTube for video sharing) have incorporated profile and networking features and may be thought of as part of this wider conceptualization of SNS themselves (boyd & Ellison 2008:216). Indeed, SNS in a Web 2.0 environment have transformed processes of communication and social interaction particularly with the increasing integration of social media functionality to these services.

The importance of SNS in young people's everyday lives is indisputable: 90% of 12 to 17 years old, and 97% of 16 to 17 years old, use SNS (ACMA 2009a:8). SNS use is the number one online activity for 16 to 29 years old with 83% reporting they use them on a regular basis (Nielson 2010a:136). SNS allow users to communicate with others in many forms. The most frequently used forms of communication include: updating one's own profile; commenting on photos or other posts; posting public messages to others or „wall“ style messages; social network based instant messaging (Nielson 2010a:169). While

the reading and writing of blogs remains in the top ten online activities carried out by young people, its popularity is decreasing particularly with the rise of micro-blogging practices, for example via Twitter and the Face books, status and function, both of which are further enabled by the use of SNS via mobile phones (Lenhart, Purcell, Smith & Zichur 2010).

SNS are increasingly important for the expression of identity. This articulation is not merely narcissistic, but supports critical peer-based sociality (boyd 2007). Because SNS are essentially flexible and designed to promote individual customization (Valtysson 2010:203) young people use SNS to experiment as well as find legitimacy for their political, ethnic, cultural or sexual identity (Coleman & Rowe 2005; Montgomery et al 2004:1; Hillier and Harrison, 2007). SNS can also reinforce parts of their identity, such as ethnicity or cultural background (Blanchard, et.al. 2008:38), particularly important for young people with chronic illness, newly-arrived migrants and minority ethnic groups (Stephens-Reicher, et.al. 2010).

4. OBJECTIVES

- To assess the impact of social media on consumer entertainment behavior
- To study the attitude and perception of young people on the use of social media
- To find out the attitude of school going children about the use of instruments for entertainment.
- To study the ramification and spillover effect of social media on consumer entertainment behavior.

5. RESEARCH METHODOLOGY

The methodology followed for the present piece of research paper is analytical and discourse method. Further to meet the objectives of the present research paper young and school going children in rural and urban areas has been widely consulted.

6. IMPACT & INTERPRETATION

No doubt usages of modern social media has decreased the importance of the traditional form of entertainment such as TV, Radio, musical concert, opera etc, in great extent. In this regard, researcher has tried to draw the impact of present instrument of social media on consumer entertainment behavior. However, in the present paper I have tried to unfold the truth which has been discussed below.

6.1 MUSIC, FILM, TV: HOW SOCIAL MEDIA CHANGED THE ENTERTAINMENT EXPERIENCE

Social media has added new dimensions to the world of entertainment traditionally mostly dominated by sources such as theatre, film, music, and TV etc. Social media has greatly influenced by the vast and open, easy accessible social networking sites. In order to understand and eventually steer behavior, we must translate activity into insights and in turn, translate insights into actionable strategies and programs.

One research study in USA has revealed that there's a sea change afoot in how Americans discover and consume entertainment. According to the study, 88% of respondents view social networking sites like Twitter and Face book as a new form of entertainment.

6.2 HOURS SPENT EACH WEEK DOING ONLINE ACTIVITIES

Social networking and listening to music top the activities for Generation-C and each is greater than the time spent watching full-length movies or television shows on a weekly basis. Approximately 8 Hours visiting social networking sites, listening to music, Watching full-length television shows and 4 Hours Watching full-length movies, Watching video clips (e.g. YouTube) and Instant messaging

6.3 HOW SOCIAL NETWORKING IMPACTS ENTERTAINMENT CHOICES

Most of the viewers visit Face book while watching TV. Pollster Jon Penn notes, "Social media is the connective tissue that enables consumers to multitask during their entertainment experiences by connecting with others and sharing their opinions." Additionally, 83% search the web while viewing TV and 41% tweet about the show they're watching. When we look at the psychology of engagement, this becomes a bit more revealing. Of those who post about TV shows, 76% do so live and 51% do so to feel connected to others who might also be watching.

6.4 VIEWING OF REALITY SHOW AND COMEDY THROUGH SOCIAL MEDIA.

Social networking is in its own right a reality show made for the web. It is its own form of entertainment and an overwhelming majority of people agree. When we look at the types of programs viewers are most likely to post about while watching TV, Comedy, Reality TV, Sports and News take the top four spots. Types of shows people are most likely to post about while watching TV. Particularly, 56%: Comedy, 46%: Reality TV, 38%: Sports, 26%: Cable News.

6.5 SOCIAL MEDIA ON THE SILVER SCREEN

Digital Influence is often misunderstood, but it is potent. Influence is causing effect or changing behavior. Here, we can see that those who Tweet about movies actually influence the behavior of those who follow them. One out of three connected consumers saw a movie in a theater because of something they read on a social network. Horror and other younger-skewing film genres benefit most from social networking.

6.6 TEXTING OF PLOTS OF MOVIE THROUGH SOCIAL MEDIA.

Cinema viewers from theatre are now-a-days very easily texting plots of movie in social media while watching at theatre halls. This has scathingly effected the cinema industry as other theatre goers view such movie easily without going to any theatre. Study has revealed 55% of moviegoers have texted during watching a movie. Studies also found that an overwhelming majority of 18-to-34-year-olds believe using social networks such as Face book and Twitter while watching a movie in a theater would actually add to their experience. Nearly half would be interested in going to theaters that allowed texting and web surfing. Penn added, "Millennial want their public movie going experience to replicate their own private media experiences."

6.7 SOCIAL MEDIA IMPACT ON TV VIEWING CHOICES

It is observed that use of social media also greatly impacted TV viewing choices. As of now, serendipity certainly plays a role in contributing to tune-in. Three out of 10 people watched a TV show because of something they read or saw on a social network site.

6.8 PHYSICAL VIEWING OF MUSIC OR CONCERT IMPACTED DUE TO SOCIAL MEDIA.

All forms of entertainment including physical viewing of music or concert lend to peer-to-peer behavioral influence. THR found that musicians also benefit from social media with 70% of respondents listening to music by an artist based on what a friend posted on a social networking site.

6.9 FACE BOOK VS. TWITTER

Face book and activity stream apps as new attention dashboards. THR asked respondents which networks they used and how. The answers help in how we better understand what's of interest to consumers. Find it interesting that consumers connect more with brands, movies, or shows on Face book whereas Twitter is the preferred choice for connecting with people. Marketers should take note in how people form communities, where and how.

6.10 SOCIAL MEDIA IS CHANGING THE ENTERTAINMENT INDUSTRY

Time has changed in favour of a digital world whether we fully accept it or not social media doesn't matter too and has a huge influence on the entertainment industry. Without a doubt, Social media has already changed and is changing the entertainment industry considerably. According to the study, at the moment 88% people observe social networking sites like Twitter and Face book as a fresh type of entertainment. It has been truly said that social media is its own form of entertainment. Social media allows people to engage in different activities while they active networking sites like Twitter and Face book.

Social media is more than an entertainment since people share their experiences and their preferences through social media platforms. Social media started to influence decision-making in the entertainment industry. Some of the studies have shown that 79% of viewers visit Face book at the same time as watching TV or movies. Additionally, 83% people while viewing TV or movies used to tweet about the show they are watching. Promotion by means of social media is inevitable in the modern day since most of the people go for entertainment activities including films and other shows counting music by going through the reviews shared by their friends, co-workers and relatives.

Entertainment industries have been working in tandem with the advancement of social media. Modern generation spends much time

for visiting social networking sites, watching full-length television shows, watching full-length movies, watching video clips in YouTube and other tools, instant messaging etc. So, the entertainment industry has effectively dealt with the demands of new generation by present unique services. Obviously, social media is a linking device that allows people to multitask during their entertainment experiences by relating with others and sharing their opinions.

Social Media, Entertainment, and Information Technology is connected each other since people are progressively connected to these all the time. It is certain that innovations in technology are more and more having an impact on how people get in touch with social media and entertainment. In the present day, new generation is more connected with entertainment industry and social media is the swiftest and most economical way to reach them.

It is clear that social media is powerful at the moment than ever before and it is directly affecting the traditional mode of entertainment world today, or better or for worse. Studies have found that a vast majority of 18-to-34-year-olds are prone to utilizing social networks such as Facebook and Twitter at the same time as watching a movie in a theater or in their home because they believe that it would actually invigorate their experience.

We can call the present age as an age of social media. By means of social media, the viewers have turned out to be active participants in real-time experiences rather than just observing the entertainment show and going back to their respective home. Presently, they are active and can express their observation and point of views while they watching it. Social network activities surely influences behavior of people and make them critics as they say and share online.

7.0 HOW SOCIAL MEDIA HAS CHANGED THE TRADITIONAL MODE OF ENTERTAINMENT

Technology is very life breath of entertainment industry. With the evolution of technology overtakes, the mode and quality of entertainments have also changing dynamically and dramatically. While people watched movies on VHS during the 1990s, eventually home entertainment has journeyed through VCD and DVD technology. Quite surprisingly, technology moves in unexpected directions and has thoroughly transformed the way people view contents. Therefore to remain successful, those in the production, distribution, and broadcasting of content should update to the latest technologies and trends. Here is a discussion on how social media has transformed the entertainment experience.

7.1 SOCIAL MEDIA CONNECTING PEOPLE

More than any times in the past people are more connected today due to the proliferation of communication and entertainment devices. Advanced smart phones, tablets, and phablets have enabled viewing content online from anywhere and everywhere. Now consumers are accessing on demand the content that was earlier limited to linear TV. While the internet has removed all barriers to communication, social media platforms have made it simpler and easier making it a highly organized and sophisticated experience. Now people are able to share their experience and concerns on the social networks with others. Studies have revealed that over 60 percent adults in the US are using multiple social media platforms online. The ratings of TV shows and feature films highly depend on the audience reviews and comments on social media networks. The more a show is discussed by the viewers, the more are its prospects of remaining popular in the market. Even simple hash tags and informal reviews like 'Must-see' make it easy to track the conversation and help determine the faith of the movie or series.

7.2 MOBILE INTERFACES

Mobiles are today the most unique broadcasting mediums. The advanced mobiles of these days have larger and highly saturated screens that have engaged millions of viewers around the globe. Smart phones have now enabled VOD platforms to develop apps that can enable millions of users access the content from anywhere on the earth. Today, YouTube helps contents go viral around the world within hours. Enabled by the mobile viewing experience, the owners of content are today able to distribute their content in a way it will suit the expectations of the audience.

7.3 THE FUTURE OF CONTENT VIEWING

The robust changes noted in the viewing habits of the audience make us conclude that digital distribution of the content over the web and

mobile is going to be the future trend. They can effectively meet the demands of the modern age audience going several steps ahead of the traditional TVs and cinemas. In order to remain relevant to the changing trends, distributors must now shift to the advanced distribution channels. Way back in 2012, Curzon cinemas lunched Curzon on demand facilitating a cross-device viewing for their audience. This was an innovative platform during those days to let the customers view the latest releases on a single day when they are available in the cinema. They also launched on demand lunch with their latest app on Amazon fire TV in order to move with the evolving trends. The controversial comedy of Sony pictures titled "The Interview" was canceled on account of threats. When everyone thought it was the end of the 44 million budget movie, IMDB (2014), Sony decided to release the movie on demand bagging 15 million as revenue in the process during the first weekend alone. The movie was streamed on multiple platforms like iTunes, YouTube Movies, Google Play, Microsoft's Xbox Live network, and Sony's See TheInterview.com. From this, we understand that connected platforms can strongly influence the consumption habits of the viewers. Over the last few years, mobile technology has tremendously advanced facilitating the greatest shift in the viewing habits of the audience which no other generation had ever witnessed. Today's audience has the freedom to choose from multiple ranges of contents and also the when and where they will watch the content. While today's digital age generation deems these choices highly necessary, technology has facilitated this in the best way possible.

8.0 THE CONVERGENCE OF SOCIAL MEDIA AND ENTERTAINMENT

Entertainment has become more accessible and reached out to all sections of society due to advent of social networking websites the word about a new show, to getting feedback, sites such as Twitter and Facebook are changing the way the world interacts with and shares its entertainment experiences.

8.1 ENTERTAINMENT MADE EASY THROUGH FACEBOOK POSTING

Peer posting of entertainment plot on Facebook has changed the dynamics of entertainment. The integration can also let your friends know exactly what movies and TV episodes you've seen so far, which should go a long way to cut down on potential spoiler chatter. There's also the ability to let your friends know exactly what you just watched on Netflix, which you can of course comment on, too.

8.2 A WHOLE NEW GAME

In the recently released "The Last of Us," players can choose to have their Facebook account tied to the game, pulling in the names of their actual friends to take the place of randomly created characters within the game's online mode. Thanks to Twitter and Facebook integration, players can also have their latest achievements display on their social media sites of choice. This serves the dual purpose of letting one person brag about their virtual accomplishments, while simultaneously advertising to the world people are playing and enjoying the game.

8.3 SOCIAL MEDIA'S HIDDEN POTENTIAL

The Hollywood Reporter surveyed 750 social network users about how they utilize their favorite forms of social media. Surprisingly, 88 percent said they consider sites such as Twitter and Facebook good supplements for traditional entertainment. In other words, rather than popping in a movie, or perusing random websites, these people simply tune into their social media source of choice, and start reading through Tweets and status updates.

Those polled also said that they dedicate an average of eight hours a week to social media sites, tied with "listening to music" at the top of the chart and besting activities such as watching TV, movies or video clips, or instant messaging. Properly utilizing social media could be the best way to interact with and reach out to a current and/or potential group of customers. The modern tech-savvy Internet hound spends a lot of time online wading through an ocean of social media. To see how big the impact social media is in the world of entertainment, one need look no further than NBC's hit comedy, "Community." The show, available on providers such as install-direct-tv.com, is successful in large part due to the role social media has played in the it's history. When shaky ratings put the show on a temporary (and potentially permanent) hiatus, loyal fans began a social media campaign on sites such as Twitter, Reddit, Facebook, and Tumblr in order to build enthusiasm and, more importantly, let NBC know that more people

than they realized were watching and talking about the show. As a result, "Community" was successfully brought back to the airwaves and is now in production for a fourth season. Why social media works It's clear that social media is a well-oiled marketing machine, perfect for letting folks know about a new movie that's coming out, finding out what people liked or didn't like about a show, or simply creating buzz for a product that could use a little extra backing. Why do social media work so well? The average person spends a lot of time online, but the need for interaction remains a big part of human nature. People still want to be heard as they share their opinions, talk about what they had for lunch, or complain about a movie's ending. Social media gives everyone a global podium from which to be heard. When you Tweet something or like a movie on Netflix, the entire world is your audience. That sort of large-scale interaction has an addictive nature, too. Who doesn't want to have 150 strangers their opinion of "Pacific Rim?" And so people Tweet more, like more, and keep that social media train rolling. That kind of free publicity can be a powerful tool, one that will only become more useful as the worlds of entertainment and social media continue to merge.

8.4 USER PERSPECTIVE OF SOCIAL MEDIA AS SOURCE OF ENTERTAINMENT

More people are using the Internet as a source of entertainment instead of watching television or movies, according to new research, social media has been considered a form of entertainment by many. By **Helen Leggett** the latest "Edelman Value, Engagement and Trust in the Era of Social Entertainment Survey" reveals that 56% of U.S. respondents were on the Internet more than a year ago while 52% spend more time on their mobile phone. In the UK the number of people using the Internet more frequently for entertainment was slightly higher than in the US at 63%, and 40% used their mobile phone more.

Over half of respondents believe that social media is a form of entertainment. "With so many forms of entertainment, consumers are spreading their attention across multiple platforms - leading to a decline in perceived value in any one format," said Gail Becker, president of Edelman's Western U.S. Region. "Given the ongoing debate about revenue models and what we see from this year's study findings, entertainment companies have a real opportunity to regain trust by articulating a stronger value proposition to their consumers and by offering the opportunity to engage with them through multiple platforms." Meanwhile, across the globe in China, recent research has found a massive shift in the last couple of years towards media consumption via the Internet. Between 2009 and 2010 time spent watching television decreased by 42% while time spent on the Internet rose almost 45%.

8.5 ONLINE ENTERTAINMENT AND TRADITIONAL FORMS OF ENTERTAINMENT

Online entertainment is a growing industry which is replacing traditional mode of entertainment. Within the past decade, video renting companies have shutdown due to services such as Netflix making video rental more convenient. Similarly, cable and satellite television companies are experiencing similar situations. In March 2017, YouTube announced their new service YouTube TV. The news prompted the discussion as to how the service would compare to traditional cable and satellite. When referencing the stock market, companies that provide cable or satellite services have been shown to have decreasing share prices while companies such as Netflix have shown substantial growth.

9.0 THE POSITIVE & NEGATIVE IMPACT OF SOCIAL MEDIA ON CONSUMER ENTERTAINMENT BEHAVIOR

In the new millennium entertainment has no longer confined to a television, radio, Theatre show or traditional art forms. Instead, today's entertainment world from text to video and sound can be saved and shared electronically, using everything from desktop computers to small mobile devices. This electronic dissemination of media has had a powerful impact on the way people communicate for personal reasons, school and even business. However, digital media has not had only a positive impact on business.

9.2 GREATER REACH OUT OF SOCIAL MEDIA ON ENTERTAINMENT

Social media has enriched the consumers entertainment behavior by ensuring more accessibility and make right entertainment more cheaper. Various forms of entertainment have become ready to reach out the farthest distance with just a touch of a button. However, digital

media also has made those viewers even to reach back. Through negative comments to your Face book page and other social networking sites, like Twitter and your blog, customers can use digital media to take a complaint that would have otherwise been between the two of you world wide

9.4 CHANGES IN PERCEPTION ON CONSUMER ENTERTAINMENT BEHAVIOR

Thanks to social media, consumers now have many more options that they can choose to entertain themselves. Instead of choosing among a TV or radio and other traditional mode of entertainment they can now create new source that is a combination of audio, visual, text and interactive media. This mixed media can appeal to a larger audience with differentiated preferences. However, it is also more costly to keep up with the ever-changing technology and may require the creation of new strategists who can think and create digital.

10.0 LIMITATION, SCOPE AND FURTHER STUDY

As this present paper has been prepared to met certain specific objective and aspects of use of social media, it does not cover the whole gamut, rather has been confined to study consumer entertainment behavior due to influence of social media verses entertainment. Since it is not an empirical study and mainly based on secondary sources, the author does not claim any originality of the works. Findings of the paper mostly deductive in nature, hence is far from any accepted generalization.

Since research has revealed that consumers do not feel encouraged to generate the word of mouth through social media and this indications may imply that users would have to carry out certain actions in order to provoke these conversations. Therefore, a future research can be conducted based on this perspective in investigating the reasons associating with this particular feeling and how it could be altered in order to utilize social media as an effective entertainment validation tool.

11. CONCLUSION

The principal motive of the present paper seeks to analyze changes in consumer entertainment behavior with the dawn of digital world and use of social media. The amount of information available to us increases in each new day; as a result, we are overwhelmingly exposed and attained to different aspects of information via the Social Web. The accessibility and transparency that social media offers has led changes in how consumers have positioned themselves in today's entertainment, in which it is inevitable and necessary for users to equip with a new constructive mindset. Thus to conclude the new millennium has witnessed a paradigm shift in the world of entertainment due to the impact of social media. Irrespective of geography, culture and religion increasing number of people have become prone to use of social media instead of using traditional form of entertainment. The central gravity of the research was to explain *why, when, and how entertainment behavior* in social media has impacted on consumer decision making process both in theory and in practice.

To sum up over and above limitation and shortcomings, beyond doubt a paradigm shift has been witnessed with regard to consumer entertainment behavior due to impact of social media, which has radically substituted traditional source of entertainment such as radio, TV, theatre arts, musical concerts, performing arts etc.

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