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Underground Digital Audiences

Annette Hill



Underground Audiences. Is this Audiences in a New Key?

21 production interviews with executive and creative producers and actors
56 audience and fan interviews with individuals and groups of adults, aged 16-38



Photograph Kudos



Informal Media Engagement

I am a big fan. I watch it on a Russian website; it is kind of like streaming and I guess it is kind of illegal. (19 year old Russian female language student)



Photograph Kudos



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First Release Media Citizenship

I am a TV series addict and *Utopia* was one of the greatest discoveries that I made... I am the one who spread the news about *Utopia* because it was just new when I discovered it, so I watched it every week after it was aired, and in the meantime I told everybody about the show. (30 year old Italian female translator)



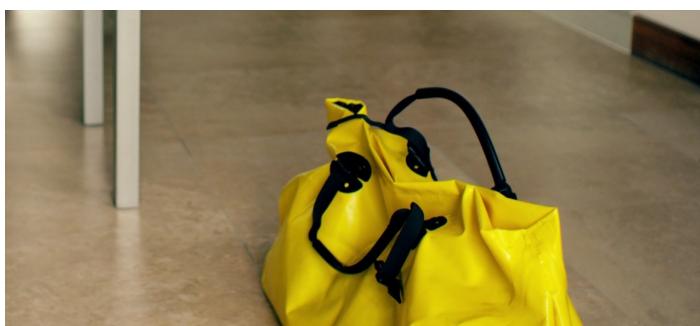
Photograph Kudos



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Consumer Choice Advocates

I just ran into it by chance. I downloaded it... right now I have twenty-five different series running during the week... I have so many series waiting in line right now. When shows get released I have a pop up that says 'hey, today is season one from this show.' I have some friends writing blogs and I see if I get a feeling I would like something.'



(24 year old French male student)

Photograph Kudos



Activists



Photograph Jose Luis Urueta

I would describe myself as a fan and a fighter. When I saw the announcement from the *Utopia* official account I was completely mad... This is the best television I have ever watched... I am a fighter for season three... I signed the change.org petition to save *Utopia*, I also contacted Netflix and told them to please buy the rights for *Utopia* and make season three. I guess it is hopeless but it gives me a little hope.

(24 year old French male communications studies student)



I have the whole soundtrack on my phone and I walk through the city and listen to that and it just sounds so cool when you are just walking and you picture yourself in a scene from *Utopia*. It is reality enhancing, it is the best way to put it. (19 year old American male college student)



Photograph Kudos



Glitchy Palette of Underground Audience Experiences



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