Chapter 10
The Impact of TikTok on the Viralization of the Entertainment Industry:
The Netflix's Series Case

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ABSTRACT

The entertainment industry in the digital age is characterized by new technologies as well as a culture embedded in a context of new habits, particularly practiced by Generation Z. These factors result in the emergence of applications such as TikTok and Netflix. TikTok is an indispensable marketing tool and a social media characterized by the rapid viralization of content. The application stands out as a space for creativity and entertainment, where movies and series gain popularity, including content from the streaming platform Netflix. Thus, the impact of the social network in promoting entertainment will be further explored. This chapter synthesizes literature from the past decades to give readers insight into technologies such as streaming and VOD, Netflix's business model, the concept of fandom, and the social media marketing practiced by TikTok. Theory, research, and implications for a better understanding of TikTok's impact on the entertainment industry are outlined.

INTRODUCTION

The phenomenon of globalization and consequent technological revolution contributed to the formulation of the entertainment industry paradigm in the digital age. In this context Netflix stands out, giving autonomy to users through a unique and differentiated consumption method that has revolutionized the behavior and habits of entertainment consumers (Rossini and Renner, 2015). Thus, the streaming market

has been enjoying prominence through Netflix, as a distributor and producer of an extensive and diverse catalog of movies, documentaries, series, among other content for several generations of today's society.

In fact, due to the evidence of this increasingly digital society, there is a direct or indirect sharing on social media platforms of various entertainment-related content, particularly related to series. This type of content has been relatively prominent on the social media YouTube, Instagram and now also on TikTok. The search term "TikTok" yields more than 100,000 articles in Google Scholar, demonstrating that this is an area of study that has been gaining popularity. Thus, most of the present literature focuses on the social media as a marketing tool and promoter of entertainment.

This chapter introduces readers to the major changes in the entertainment industry post the emergence of Netflix and the influence of TikTok on the perception of the streaming platform's series, summarizing the literature from the past few decades. Finally, future directions to follow are identified, as well as a comprehensive research agenda that includes the potential of TikTok as a social media to integrate into companies' marketing strategies.

CHAPTER OBJECTIVES

- Identify the major changes regarding the entertainment industry before and post the emergence of Netflix;
- Understand what are the habits and motivations of consumers to use the social media TikTok;
- Understand how TikTok has changed the perception of series on the streaming platform.

ENTERTAINMENT INDUSTRY

Entertainment is a complex concept that comprises any action, activity, or event that is intended to entertain the interest of an audience (Acquaviva, 2019). Pinheiro (2017) points out that entertainment finds its motivation in five points: 1) psychological relaxation offered to the viewer; 2) break in daily life; 3) stimulation; 4) fun; 5) change of environment built as an escape from reality. It is precisely through the combination of these aspects that the entertainment industry later solidifies and seeks to provide a "unified and combined entertainment experience" (Pereira, 2015).

Azevedo (2016) believes that when the individual comes into contact with the image, be it through a television, computer or cell phone screen, a unique and identitary experience is created. Whether as producer or viewer, the use of the image mirrors social behavior and with each technological revolution the experimentation of content is changed and enhanced. In a current context the television industry is influenced by the effects of globalization and reflects an increasingly integrated business, governed by similar practices and principles, with interconnectivity through structural and institutional links between television systems (Waisbord, 2004). According to Alves (2018), there are several authors who consider that television integrates domestic culture and influences the mode of consumption of films, series, documentaries and videos, worldwide. However, we are witnessing the confrontation between television and new technologies from the moment online platforms appear that make it possible to watch audiovisual entertainment content.

Azevedo (2016), states that the internet emerged as a potential alternative for the dissemination of sound and image and "an aggregating tool for the dissemination of entertainment and information".

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