

INTERNET AS AN ALTERNATIVE DISTRIBUTION MEDIUM  
FOR TRADITIONALLY MARGINALIZED VISUAL CONTENT CREATORS

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## ABSTRACT

### INTERNET AS AN ALTERNATIVE DISTRIBUTION MEDIUM FOR TRADITIONALLY MARGINALIZED VISUAL CONTENT CREATORS

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The digital revolution is redefining the rules of the traditional media. The Internet shows a promising future as an alternative distribution medium for traditionally marginalized visual content creators. Now, creators are equipped with the means to realize their visions. This thesis research attempts to prove with empirical data that the distribution of an independently produced single visual content can be effectively promoted over the Internet. The results show that the Internet can be an effective distribution medium, which transcends the spatial and temporal limitations of the traditional media.

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