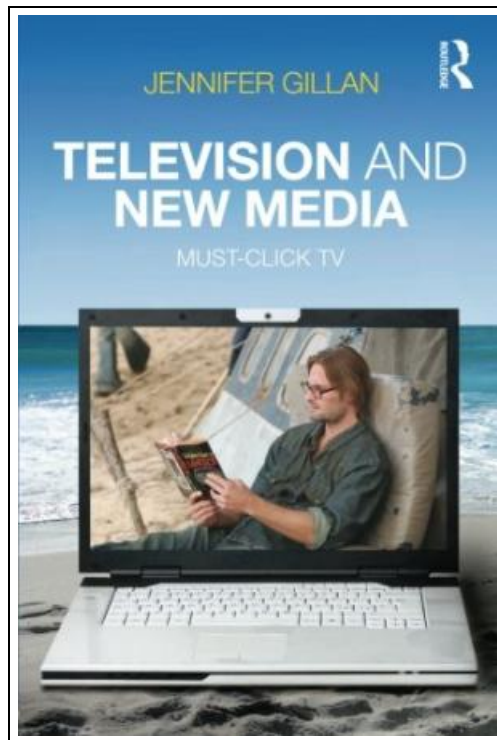


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Taylor Francis Ltd, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book. We watch TV on computers, phones, and other mobile devices; television is now online as much as it is on air. Television and New Media introduces readers to the ways that new media technologies have transformed contemporary broadcast television production, scheduling, distribution, and reception practices. Drawing upon recent examples including Lost, 24, and Heroes, this book examines the ways that television programming has changed-transforming nearly every TV series into a franchise, whose on-air, online, and on-mobile elements are created simultaneously and held together through a combination of transmedia marketing and storytelling. Television studios strive to keep their audiences in constant interaction with elements of the show franchise in between airings not only to boost ratings, but also to move viewers through the different divisions of a media conglomerate. Organized around key industrial terms-platforming, networking, tracking, timeshifting, placeshifting, schedule-shifting, micro-segmenting, and channel branding this book is essential for understanding how creative and industrial forces have worked together to transform the way we watch TV.



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