Record Nr. UNINA9910451641803321 Autore Hutchins Brett <1973-, > Titolo Sport beyond television: the Internet, digital media and the rise of networked media sport / / Brett Hutchins and David Rowe New York:,: Routledge,, 2012 Pubbl/distr/stampa **ISBN** 1-280-66117-8 9786613638106 1-136-32111-X 0-203-12041-8 Descrizione fisica 1 online resource (255 p.) Collana Routledge research in cultural and media studies;; 40 Altri autori (Persone) RoweDavid Disciplina 070.4/49796 Soggetti Mass media and sports Social media Communication in sports Sports - Social aspects Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Cover; Sport Beyond Television; Copyright; Dedication; Contents; Figures and Tables; Abbreviations; Acknowledgments; 1. Introduction: Fishing for Eyeballs; 2. Television and the Internet; 3. Networked Media Sport; 4. Blogging, Social Networking Sites, and Information Accidents; 5. Online Crowds and Fandom; 6. Sports Journalism: Convergence and a Leaking Craft; 7. Computer Games and the Refashioning of Media Sport; 8. The Future: Networks, Telecoms, and Access; Notes: References: Index Sommario/riassunto Television is no longer the only screen delivering footage and news to people about sport. Computers, the Internet, Web, mobile and other digital media are increasingly important technologies in the production and consumption of sports media. Sport Beyond Television analyzes the

changes that have given rise to this situation, combining theoretical insights with original evidence collected through extensive research and interviews with people working in the media and sport industries. It

locates sports media as a pivotal component in online content