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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Understanding transmediality. Transmedia texts : defining transmedia storytelling -- The transmedia industry : distribution and engagement -- Transmedia audiences : the consequences of emergence -- Audiences for emergent transmedia drama. Spooks internet and digital gaming : immersion and agency -- 24 : Conspiracy and the mobile phone: immersion and immediacy -- Downloading television : agency, immediacy and the transmedia audience -- Conclusion.
Sommario/riassunto	The early years of the twenty-first century have seen dramatic changes within the television industry. The development of the internet and mobile phone as platforms for content directly linked to television programming has offered a challenge to the television set's status as the sole domestic access point to audio-visual dramatic content.

Viewers can engage with 'television' without ever turning a television set on. Whilst there has already been some exploration of these changes, little attention has been paid to the audience and the extent to which these technologies are being integ
