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Nota di contenuto	Social TV: how marketers can reach and engage audiences by connecting television to the web, social media, and mobile; Contents; Preface; Acknowledgments; About the Authors; Introduction; 1: The Backchannel: Bringing the Social Conversation to the Forefront; 2: Social TV Guides: Curating Social Media for Content Discovery; 3: TV Check-In Services: Creating Vertical Social Networks around Television; 4: The Second Screen: Enhancing TV with Synched Content Experiences; 5: Social TV Ratings: Adding a New Dimension to Television Audience Measurement 6: Bridge Content: Driving Engagement In-Between Episode Airings7: Audience Addressability: Using Online and Direct Mail Targeting Practices on TV; 8: TV Everywhere: Watching TV Content Whenever and Wherever; 9: Connected TVs: Blending Online Content with Television Content; 10: Conclusion (for Now): Connecting the Dots; 11: To Be Continued . . . : Filling in the Gaps; Notes; Index
Sommario/riassunto	The Internet didn't kill TV! It has become its best friend. Americans are

watching more television than ever before, and we're engaging online at the same time we're tuning in. Social media has created a new and powerful "backchannel", fueling the renaissance of live broadcasts. Mobile and tablet devices allow us to watch and experience television whenever and wherever we want. And "connected TVs" blend web and television content into a unified big screen experience bringing us back into our living rooms. Social TV examines the changing (and complex) television landscape and helps brands navig

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