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Nota di contenuto	Introduction -- Tentpole TV: the comicbook -- tentpole TV: the tie-in novel -- Tentpole TV: the video game -- Tentpole TV: the mobisode -- Lost and mastermind narration -- 24 and tentpole spatiality -- Alias and reflexive uncertainty -- Conclusion.
Sommario/riassunto	"Faced with what many were calling a dying medium, US network television producers became much more aggressive in seeking out alternative business and artistic models in the beginning of this century. Most significantly, many of these producers turned to the emerging field of transmedia (ancillary texts in comicbooks, novels and new media) as a way to bolster and support television products. In this book, the author examines four such programs (24, Alias, Heroes and Lost) and investigates how transmedia was incorporated into both the work and the art of network television production. Split into two complementary parts, the book first paints a picture of how transmedia producers were, or were not, incorporated into creative decision-making centers of these serialized programs. The second section explains how the presence of off-site transmedia texts begins to alter

the very narrative construction of the on-air series themselves. Including interviews with the transmedia workers, this groundbreaking study extends the field of television studies into brand new areas, and brings a 'dying medium' into the 21st Century."--Bloomsbury Publishing.
