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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
