Record Nr. UNINA9910877536103321 Autore Ross Sharon Marie Titolo Beyond the Box [[electronic resource]]: Television and the Internet Hoboken, : John Wiley & Sons, Ltd., 2009 Pubbl/distr/stampa **ISBN** 1-282-00759-9 9786612007590 1-4443-0481-X 1-4443-0482-8 Descrizione fisica 1 online resource (280 p.) Disciplina 302.23 384.550285/4678 Soggetti Television viewers Television viewers - Effect of technological innovations on Internet - Social aspects Interactive television Internet television Television Journalism & Communications Radio & TV Broadcasting Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto Beyond the Box; Contents; Acknowledgments; Introduction: Online/Offl ine: What It Means to "Watch (and Make) TV" in the Age of the Internet: Chapter 1: Fascinated with Fandom: Cautiously Aware Viewers of Xena and Buffy; Chapter 2: Power to the People, or the Industry? American Idol Voting, Adult Swim Bumping, and Viral Video-ing; Chapter 3: Managing Millennials: Teen Expectations of Tele-Participation; Chapter 4: No Network Is An Island: Lost's Tele-Participation and ABC's Return to Industry Legitimacy; Conclusion: The Remains of the Day: The Future of "TV"; Index

Beyond the Box gives students and couch potatoes alike a better

understanding of what it means to watch television in an era of profound technological change. Charts the revolution in television

Sommario/riassunto

viewing that is currently underway in living rooms across the worldProbes how the Internet's development has altered how television is made and consumedLooks at a range of topics and programmes - from voting practices on American Idol to online forums for Buffy the Vampire Slayer fansOffers a fresh and innovative perspective that focuses on the shift in audienc