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Nota di contenuto	Beyond the Box; Contents; Acknowledgments; Introduction: Online/Offline: 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
Sommario/riassunto	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

viewing that is currently underway in living rooms across the world. Probes how the Internet's development has altered how television is made and consumed. Looks at a range of topics and programmes - from voting practices on American Idol to online forums for Buffy the Vampire Slayer fans. Offers a fresh and innovative perspective that focuses on the shift in audience.

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