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daily life has been altered as a result of the industry's development of emerging new media technologies, and what 'television' now means for its audiences.

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Product Description The early years of the twenty-first century have seen dramatic changes within the television industry.

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For television specifically, companies have moved to incorporate new media developments, creating elements for their TV shows such as fan-centered

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websites, mobile phone applications, online games, and even music albums and tours, all imagined as features that help further the content.

Transmedia Storytelling, Corporate Synergy, and Audience ...

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Kevin Moloney on ResearchGate
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International Journal of Communication,
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**Multimedia, Crossmedia,
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television : audiences, new media, and
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Transmedia Television uses empirical audience research to explore attitudes towards the dramatic changes that television has undergone since the turn of the twenty-first century due to the ...

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Benford, Steve & Giannachi, Gabriella

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(2011) Performing Mixed Reality
Cambridge, Mass: MIT Press Evans,
Elizabeth (2011) Transmedia Television:
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London: Routledge Hills, Matt (2002) Fan
Cultures London: Routledge Jenkins,
Henry (2006) Convergence Culture:
When Old and New Media Collide New
York: New York University Press

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Transmedia TV and Audiences

The concept of transmedia storytelling is so new to television that neither a concrete economic nor artistic model exists yet. Television executives realize they must change how their business operates, but they are not willing to embrace Television 2.0 audiences at the

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expense of traditional television
viewers.⁴ John Boland, an executive at
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Transmedia Storytelling in Television 2

Whether transmedia is the new norm is still to be determined, but one can easily make the case that in today's fragmented media landscape, it will be a

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must for TV to survive.
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How Transmedia Storytelling Is Changing TV

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

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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 ...

Transmedia Television: New Trends

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in Network Serial ...

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Brands places products in the narrative
series as part of the narrative, in the
series on traditional media intended to

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reach the consumer. While television

**From Traditional to Transmedia:
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- Elizabeth Evans, University of Nottingham, author of Transmedia Television: Audiences, New Media and Daily Life, "Through a series of compelling case studies, Clarke

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examines the use of the tentpole
strategy as both a form of industrial
practice and as a creative necessity in
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TransMedia takes the complexity out of

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marketing implementation by handling the logistics of your project. See why companies trust us to deliver results!

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As a result, we might become better prepared to fully embrace the new media possibilities, as much as inspire a more creative society. ... Transmedia

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