

Contents

Preface	ix
Acknowledgments	xi
About the Authors	xv
Introduction	1
1 The Backchannel: Bringing the Social Conversation to the Forefront	7
2 Social TV Guides: Curating Social Media for Content Discovery	33
3 TV Check-In Services: Creating Vertical Social Networks around Television	57
4 The Second Screen: Enhancing TV with Synchronized Content Experiences	81
5 Social TV Ratings: Adding a New Dimension to Television Audience Measurement	109
6 Bridge Content: Driving Engagement In-Between Episode Airings	133
7 Audience Addressability: Using Online and Direct Mail Targeting Practices on TV	157
8 TV Everywhere: Watching TV Content Whenever and Wherever	177

viii Contents

9	Connected TVs: Blending Online Content with Television Content	203
10	Conclusion (for Now): Connecting the Dots	227
11	To Be Continued . . . : Filling in the Gaps	241
	Notes	245
	Index	259

<http://www.pbookshop.com>