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 Synched 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
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