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Introduction | Transmedia Television | Taylor & Francis Group

About Transmedia Television. 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 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.

Transmedia Television: New Trends in Network Serial ...

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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 this book, the author examines four such programs (24, Alias, Heroes and Lost) and investigates how transmedia was incorporated into both the work and the art of network television production.

Transmedia Television: New Trends in Network Serial ...

Transmedia storytelling (also known as transmedia narrative or multiplatform storytelling) is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies.. The study of transmedia storytelling—a concept introduced by Henry Jenkins, author of the seminal book Convergence Culture—is an emerging subject.

Transmedia storytelling - Wikipedia

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