

CONTENTS

ix Acknowledgements

1 Introduction: Television as Digital Media | JAMES BENNETT

PART 1

SWITCHOVER:

HISTORICIZING THE DIGITAL REVOLUTION

31 Convergence and Divergence: | GRAEME TURNER
The International Experience of
Digital Television

52 When Digital Was New: The Advanced | JULIAN THOMAS
Television Technologies of the 1970s
and the Control of Content

76 "Is It tv Yet?" The Dislocated Screens | WILLIAM BODDY
of Television in a Mobile Digital Culture

PART 2

PRODUCTION STRATEGIES

IN THE DIGITAL LANDSCAPE

105 Cult Television as Digital Television's | ROBERTA PEARSON
Cutting Edge

132 Multiplatforming Public Service: | NIKI STRANGE
The BBC's "Bundled Project"

- 158 Little Kids' tv: Downloading, Sampling, and Multiplatforming the Preschool tv Experiences of the Digital Era | JEANETTE STEEMERS

PART 3

THE AESTHETICS OF CONVERGENCE

- 181 The "Basis for Mutual Contempt": The Loss of the Contingent in Digital Television | KAREN LURY
- 204 Television's Aesthetic of Efficiency: Convergence Television and the Digital Short | MAX DAWSON
- 230 Scripted Spaces: Television Interfaces and the Non-Places of Asynchronous Entertainment | DANIEL CHAMBERLAIN
- 255 Television, Interrupted: Pollution or Aesthetic? | JASON JACOBS

PART 4

USER-GENERATED CONTENT:
PRODUCING DIGITAL AUDIENCES

- 283 Worker Blowback: User-Generated, Worker-Generated, and Producer-Generated Content within Collapsing Production Workflows | JOHN T. CALDWELL
- 311 User-Created Content and Everyday Cultural Practice: Lessons from YouTube | JEAN BURGESS
- 332 Architectures of Participation: Fame, Television, and Web 2.0 | JAMES BENNETT
- 359 Bibliography
- 373 Contributors
- 377 Index