Contents

	List of figures Acknowledgements	is x
	Introduction	
1	The evolution of interactive TV	Ģ
2	Recasting the active audience	29
3	Entertaining the interactive user: play-along, voting and gossip	48
4	Participating in the news agenda	72
5	Factual television: reinventing the digital public space	94
6	Second screen as multi-platform transmedia storytelling	112
7	Monetising second screen gameplay	130
8	Advertising: 'Disruption is at a maximum!'	149
9	The future for social participation in TV	171
	Index	188