



21st Century Television: The Players, The Viewers, The Money: 2nd edition

Frank A. Aycock Ph.D.

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This second edition updates and extends the development of the 21st Century Television universe. Written in an easy-to-read style, the book first discusses the development of both the Legacy Media and the New Media technologies. Second, drawing on the research of the Deloitte Corporation, the book gives the reader a detailed look at the changing television viewers, for the Mature generation - those in their retirement years - to the TV Next-Gen generation who are totally wired television viewers in their teen years. Third, the book discusses the monetization of 21st Century Television, including ground-breaking ways of advertising, search, and promotion designed to give the reader a blueprint for surviving and even thriving in the 21st Century Television universe. Finally, the book looks at three visions of the future - Ray Bradbury's vision in Fahrenheit 451, Cisco Corporation's vision, and the author's vision. 21st Century Television: The Players, The Viewers, The Money is an indispensable addition to the library of every television professional, academic, and student who wants to know where television is heading and what it will take to be successful.

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