

Producing Audiences through Television Metrics

Session 2

Thursday, October 9

3:00-5:00

Eastwoods Room (Level 2)

One major consequence of television's move into the post-network era and onto digital viewing devices is that the convenient fiction of Nielsen ratings has been challenged. What are the possibilities, perils, and politics of refining the Nielsen system? What new metrics are being introduced? How can subscription, packaged, and on-demand television be accounted for? How do emergent technologies build information capture into their design, and how is this inherent data being used? As more refined metrics become available, how can we account for individual viewing habits, networked viewing groups, and marketable viewer categories?