Television's Post-Network Promotional Strategies

Session 1
Thursday, October 9
12:45-2:45
Eastwoods Room (Level 2)

What is happening to television's promotional forms in a post-network era? As the medium adapts to a multi-platform future, how are alternative distribution and online delivery impacting the way programs are presented as part of a station or network's offerings? What are the implications of these changes for television audiences?