Aims

Investigate the emerging phenomenon of Social TV and the relation between the television system and social media from the point of view of both broadcasters and their audiences.

Methodology

Secondary data analysis of academic and market researches on Social TV

Empirical data from research on Italian and social media consumption during big media events

Online questionnaires to European key informants (academics and professionals)

Technology/Devices

First Social TV systems were prototypes produced by Telcos and other applied technology research centers, the diffusion of smartphones and applications generates a complex ecosystem of Social TV Apps (Montpetit, 2009; Geertz, 2011; Hassoun, 2014). Harboe (2009) identifies hard and soft definitions of Social TV.

Economic/Funding Models

How do economic and funding models change?

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<thead>
<tr>
<th>THEN</th>
<th>NOW</th>
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<tbody>
<tr>
<td>Subscription</td>
<td>Bandwidth consumption (Telcos)</td>
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<tr>
<td>Advertisement</td>
<td>Content production and sale to new subjects</td>
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<td>Pay-per-view</td>
<td>Advertisement revenues from digital advertising and social media platforms (YouTube)</td>
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Collaboration/Competition

How do broadcasters react?

Exploitation of content property (eg. content distribution platform, ADV, etc.)

Exploitation of international and discoursive viewer activity as a substitute of other measurement forms

Conflicts and collaborations with YouTube

Measuring Audiences

How does audience measurement change?

From focus on spectatorship and attention to the production of discourses

From sampling to the entire natural discursive sample

From statistical representativity to practice and discourse attention

Geography of Performative Attention

Social TV is strictly connected to audiencing processes (Fiske, 1992) which are inserted in a new, social media based, geography of performative attention.

Spatial

Up to date research focuses on communicative patterns but Social TV constructs a dual space, between freedom and surveillance.

Temporal

While digital impact seemed to have individualized consumption (through channel and device multiplication, on-demand and other personalised forms of consumption), Social TV is bringing back a 'pre-digital' collective temporality. Through live tweeting new collective experiences of shared vision in real time emerge.

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