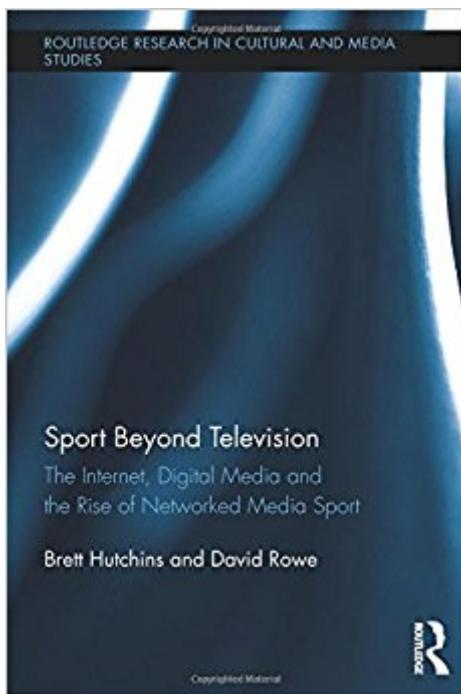


The book was found

Sport Beyond Television: The Internet, Digital Media And The Rise Of Networked Media Sport (Routledge Research In Cultural And Media Studies)



Synopsis

Television is no longer the only screen delivering footage and news to people about sport. Computers, the Internet, Web, mobile and other digital media are increasingly important technologies in the production and consumption of sports media. Sport Beyond Television analyzes the changes that have given rise to this situation, combining theoretical insights with original evidence collected through extensive research and interviews with people working in the media and sport industries. It locates sports media as a pivotal component in online content economies and cultures, and counteracts the scant scholarly attention to sports media when compared to music, film and publishing in convergent media cultures. An expanding array of popular sports media – industry, user, club, athlete and fan produced – is now available and accessible in networked digital communications environments. This change is confounding the thinking of major sports organizations that have lived off the generous revenue flowing from exclusive broadcast contracts with free-to-air and subscription television networks for the last five decades. These developments are creating commercial and policy confusion, particularly as sports audiences and the advertising market fragment in line with the proliferation of niche channels and sources of digital sports media. Chapters in this title examine the shift from broadcast to online sports media markets, the impact of social networking platforms like Twitter and Facebook, evolving user and fan practices, the changing character of sports journalism, and the rise of sports computer gaming. Each chapter traces the socio-cultural implications of trends and trajectories in media sport.

Book Information

Series: Routledge Research in Cultural and Media Studies

Paperback: 254 pages

Publisher: Routledge; 1 edition (November 10, 2013)

Language: English

ISBN-10: 0415734207

ISBN-13: 978-0415734202

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #832,961 in Books (See Top 100 in Books) #121 in Books > Sports & Outdoors > Miscellaneous > Journalism #583 in Books > Textbooks > Communication & Journalism > Journalism #1438 in Books > Textbooks > Communication & Journalism > Media

Customer Reviews

'As the global sports and new media industries continue to grow in popularity and economic importance, their dynamic inter-relationship is also becoming increasingly sophisticated. Indeed, for a considerable time now, the rapid developments within the mediaâ "sport nexus have necessitated a thorough and up-to-date examination of its current, uncertain state. With their research monograph Sport Beyond Television, Brett Hutchins and David Rowe, two of the leading scholars in the field of sport, culture and the media, respond directly to the need for a comprehensive analysis of the sportâ "media complex at this pivotal juncture in the industryâ ™s evolution.' - Leon Weber, University of Glasgow, UK in the International Review for the Sociology of Sport

Brett Hutchins is Co-Director of the Research Unit in Media Studies at Monash University. His recent publications appear in Media, Culture & Society, Information, Communication & Society, Journalism: Theory, Practice & Criticism, Convergence, and International Journal of Communication. He is the author ofÂ Don Bradman: Challenging the Myth (Cambridge University Press). David Rowe is Professor of Cultural Research in the Institute for Culture and Society, University of Western Sydney. His books include Globalization and Sport: Playing the World (co-authored, Sage), Sport, Culture and the Media: The Unruly Trinity (Open University Press) and Global Media Sport: Flows, Forms and Futures (Bloomsbury Academic).

The authors interviewed 45 professionals and included relevant literature in their research. This is an interesting, educational, and well-written read for anyone interested in the sport and media industry.

[Download to continue reading...](#)

Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) The Practice of Public Art (Routledge Research in Cultural and Media Studies) Young People's Voices in Physical Education and Youth Sport (Routledge Studies in Physical Education and Youth Sport) Internet Business Insights: Lessons Learned and Strategies Used by 101 Successful Internet-Based Entrepreneurs (Internet Business Books) ESP8266: Programming NodeMCU Using Arduino IDE - Get Started With ESP8266 (Internet Of Things, IOT, Projects In Internet Of Things, Internet Of Things for Beginners, NodeMCU Programming, ESP8266) Studio Television Production and Directing: Studio-Based

Television Production and Directing (Media Manuals) Routledge Handbook of Sport Management (Routledge International Handbooks) Secrets and Lies: Digital Security in a Networked World The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series) Television Studies: The Key Concepts (Routledge Key Guides) Beyond Powerful Radio: A Communicator's Guide to the Internet Age •News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio Spreadable Media: Creating Value and Meaning in a Networked Culture (Postmillennial Pop) The Networked Nonprofit: Connecting with Social Media to Drive Change The Routledge Queer Studies Reader (Routledge Literature Readers) Media Across Borders: Localising TV, Film and Video Games (Routledge Advances in Internationalizing Media Studies) Skateboarding: Subcultures, Sites and Shifts (Routledge Research in Sport, Culture and Society) You Can't Air That: Four Cases of Controversy and Censorship in American Television Programming (Television and Popular Culture) Watching TV: Eight Decades of American Television, Third Edition (Television and Popular Culture) Reading The L Word: Outing Contemporary Television (Reading Contemporary Television) Digital Paper: A Manual for Research and Writing with Library and Internet Materials (Chicago Guides to Writing, Editing, and Publishing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)