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# SOCIAL TV: HOW MARKETERS CAN REACH AND ENGAGE AUDIENCES BY CONNECTING TELEVISION TO THE WEB, SOCIAL MEDIA, AND MOBILE



Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. The Internet didn't kill TV! It has become its best friend. Americans are watching more television than ever before, and we're engaging online at the same time we're tuning in. Social media has created a new and powerful backchannel, fueling the renaissance of live broadcasts. Mobile and tablet devices allow us to watch and experience television...

**Download PDF Social TV: How Marketers Can Reach and Engage Audiences by Connecting Television to the Web, Social Media, and Mobile**

- Authored by Mike Proulx, Stacey Shepatin
- Released at 2016



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