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Introduction |

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About Transmedia

Television. Faced with what many were calling a dying medium, US

network television producers became much more aggressive in

seeking out alternative business and artistic

models in the beginning of this century. Most

significantly, many of these producers turned

to the emerging field of

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transmedia (ancillary texts in comicbooks, novels and new media) as a way to bolster and support television products.

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turned to the emerging  
field of transmedia  
(ancillary texts in  
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new media) as a way to  
bolster and support  
television products. In  
this book, the author  
examines four such  
programs (24, Alias,  
Heroes and Lost) and  
investigates how  
transmedia was  
incorporated into both  
the work and the art of  
network television  
production.

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(also known as  
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storytelling) is the  
technique of telling a  
single story or story  
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multiple platforms and  
formats using current



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storytelling—a concept  
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Jenkins, author of the  
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