



Emerging Dynamics in Audiences' Consumption of Trans-media Products

The Cases of Mad Men and Game of Thrones as a Comparative Study between Italy and New Zealand

By Carmen Spano

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Promotional "headline" (1 line): An investigation of the new forms of empowered agency possessed by national audiences with reference to two particular television texts: *Game of Thrones* and *Mad Men*

Combining transmedia studies with fan studies, Carmen Spano uses a range of qualitative and quantitative audience data to make a sophisticated case for the ongoing importance of primary textual structures at a time of transmedia storytelling/extensions. This book sets out a compelling contrast between *Mad Men* and *Game of Thrones*, as well as assessing national contexts of consumption, and evaluating the roles of 'casual' or 'hardcore' fandom. We've long known audiences are active; this study expertly teases out exactly how its contemporary audiences encounter transmedia TV. — Professor Matt Hills, author of *Fan Cultures*

The book investigates the new forms of agency possessed by national audiences with reference to two television texts: *Mad Men* (AMC, 2007–2015) and *Game of Thrones* (HBO, 2011–2019). Structured as a comparative study between two countries, Italy and New Zealand, the research aims to provide insights into the culturally specific similarities and differences that distinct audiences disclose in consuming the same texts.

Contents

1. Introduction; 2. Rethinking Audiences in a Trans-Media, Transnational Age; 3. National Audiences and Consumption Trends in Nondominant Media Markets; 4. The Peculiarities of *Mad Men* and *Game of Thrones* in the Trans-Media Ecosystem; 5. Trans-Media Storytelling and Fans' Modes of Engagement: An Overview; Appendix I: Survey Questions; Appendix II: Focus Group Topics; Bibliography; Index.

About the Author

Carmen Spano holds a PhD in media, film and television from the University of Auckland, New Zealand. Her academic research interests lie in media representations and convergence, audience research, media reception and consumption.

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