

The multiple lives of television series : from the modification of broadcast programming logics to the online communitarian practices

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To consider the reception and consumption practices of TV series, it is essential to examine a contemporary phenomenon : the position series are occupying in the websites of the TV networks.

The observation of this process makes obvious two simultaneous movements. One is linked with the business of TV stations and their aim to catch audience, and the other is linked with mechanisms of using interactive media.

From the networks point of view, series represent new audience leverage and lead television broadcasters to modify their scheduling strategies. During 2005, TF1 risked changing its summer-time grids. Audience followed. The traditional programming logics are evolving and are echoing on the web. The TV networks use their websites to deploy the series concepts. These series specific features are favourable for generating news uses.

From the viewers-internet-users point of view, the online contents allow them to carry on with the series reception experience. The program consumption extends beyond the television broadcast time. On which uses mechanisms leans this reception form ? What kind of part are playing the (virtual and volatile) communitarian practices in it, and in which way are the interactive media becoming involved in these practices ? Here are some of the leads that will be explored in this article. Finally, could one of the series success explanation lie in their suitability to fertilise the interactive media communitarian practices ?

KEYWORDS :

audience, audiovisual, broadcasting, interactive media, internet, media, programming strategies, reception, serial concepts, series format, television, television networks, television series, uses mechanisms, virtual communities