

# Innovative Serienvermarktung Am Beispiel Der Us-fernsehserie Lost - Verena Zell

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Die US-Fernsehserie Lost ist eine der erfolgreichsten Serien in den USA mit einer ungewöhnlichen dramaturgischen Struktur, die mit einer innovativen Strategie vermarktet wurde. Der Aufsatz skizziert den dramaturgischen Aufbau der Serie und legt den Schwerpunkt auf eine Untersuchung der internet- und mobilbasierten Marketinginstrumente, welche die Fernsehausstrahlungen von Lost optimal ergänzen und damit die Zuschauerbindung stärken. Lost is one of the most successful TV series in the USA. It exhibits an unusual dramaturgical structure, combined with an innovative marketing strategy. The paper outlines the dramaturgical construction of the series, focusing on those internet-based and mobile-based marketing instruments that support TV broadcasting and strengthen viewers' engagement. Author: Zell, Verena Publisher: GRIN Verlag Illustration: N Language: GER Title: Innovative Serienvermarktung am Beispiel der US-Fernsehserie Lost Pages: 00019 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640397280 Category: Business & Economics : Marketing - General

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