
CONTENTS

List of Illustrations ix

Preface xi

1. The Fragmentation of the Media Environment 57

Introduction 1

1. Contextualizing Audience Evolution 25

2. The Transformation of Media Consumption 54

3. The Transformation of Audience Information Systems 88

4. Contesting Audiences 117

5. The Implications of Audience Evolution 149

2. Components of Audience Autonomy 29

Notes 175

References 193

Index 239