



CATHERINE JOHNSON

*Branding Television* examines why and how the UK and US television industries have turned towards branding as a strategy in response to the rise of satellite, cable and digital television, and new media, such as the internet and mobile phone.

This is the first book to offer a sustained critical analysis of this new cultural development. *Branding Television* examines the industrial, regulatory and technological changes since the 1980s in the UK and the USA that have led to the adoption of branding as broadcasters have attempted to manage the behaviour of viewers and the values associated with their channels, services and programmes in a world of increased choice and interactivity. Wide-ranging case studies drawn from commercial, public service, network and cable/satellite television (from NBC and HBO to MTV, and from BBC and Channel 4 to UKTV and Sky) analyse the role of marketing and design in branding channels and corporations, and the development of programmes as brands.

Exploring both successful and controversial uses of branding, this book asks what problems there are in creating television brands and whether branding supports or undermines commercial and public service broadcasting.

*Branding Television* extends and complicates our understanding of the changes to television over the past 30 years and of the role of branding in contemporary Western culture. It will be of particular interest to students and researchers in television studies, but also in creative industries and media and cultural studies more generally.

**Catherine Johnson** lectures in Film and Television Studies at the University of Nottingham, UK. Her research examines the Western television industries and the impact of industrial shifts on the cultural artefacts that they produce. She is the author of *Telefantasy* (2005) and co-editor of *ITV Cultures* (2005).

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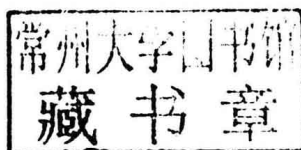


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# ABBREVIATIONS

A&E	Arts & Entertainment
ABC	American Broadcasting Company
BARB	Broadcasters' Audience Research Board
BBC	British Broadcasting Corporation
BDB	British Digital Broadcasting
BFI	British Film Institute
CBS	Columbia Broadcasting System
DBS	direct broadcast satellite
DOG(s)	digital on-screen graphic(s)
DTB	digital terrestrial broadcasting
DTN	Digital Television Network
DVD	digital versatile disk
DVR	digital video recorder
FCC	Federal Communications Commission
GPO	General Post Office
GPS	global positioning system
HBO	Home Box Office
HBOIP	HBO Independent Productions
IBA	Independent Broadcasting Authority
ID(s)	ident(s)
IPP(s)	in programme pointer(s)
ITC	Independent Television Commission
ITV	Independent Television
LWT	London Weekend Television
MTV	Music Television
NBC	National Broadcasting Company
NFC	National Football Conference
NFL	National Football League
NTL	National Transcommunications Limited
PSB(s)	public service broadcasting
SBS	Special Broadcasting Service
S-DMB	satellite digital multimedia broadcasting



## ABBREVIATIONS

The WB	Warner Bros TV
UCLA	University of California, Los Angeles
UHF	ultra-high frequency
UK	United Kingdom
UNM	United News and Media
UPN	United Paramount Network
URL	Uniform Resource Locator
US/ A	United States/ of America
VCR	videocassette recorder
VH1	Video Hits One
VHS	video home system
VOD	video on demand
WASE	Warner Amex Satellite Entertainment
WGA	Writers Guild of America