

CONTENTS

Acknowledgments ix

Introduction 1

Part I: At-Home Convergence 13

- 1 Television Content 19
- 2 Video Gaming 45
- 3 Athlete Branding 68

Part II: Away-from-Home Convergence 93

- 4 The Internet 99
- 5 Mobile Technology 125
- 6 Gambling 147

Part III: At-Venue Convergence 173

- 7 Sports-Anchored Development 179
- 8 Venue Technology 204
- 9 Corporate Marketing 229

Notes 255

Index 277

