



Frontline.

Rushkoff, Douglas,
narrator,
on-screen presenter,
television producer,
writer
Koughan, Frank,
television producer,
writer
Vargas, Kevin,
producer
Bough, B. Bonin,
commentator
Oakley, Tyler (1989-),
commentator
Lee, Fanny (1973-),
editor of moving image work
Audette, Steve,
editor of moving image work
Berman, Jaron,
director of photography

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Analítica

Explores how the perennial teen quest for identity and connection has migrated to social media, and exposes the game of cat-and-mouse that corporations are playing with these young consumers. Here is a powerful examination of the evolving and complicated relationship between teens and the companies that are increasingly working to target them. A follow-up to FRONTLINE's 2001 documentary The merchants of cool

Título: Frontline. Generation like a FRONTLINE production with Left/Right Docs ; produced and written by Frank Koughan, Douglas Rushkoff

Editorial: [Arlington, Virginia] PBS 2014 [Arlington, Virginia?] Distributed by PBS Distribution 2014 ©2014

Descripción física: 1 video online (53.54 min.) son, color

Variantes del título: Subtítulo en contenedor Are kids using social media or is social media using kids?

Nota general: Documental "Frontline is a production of WGBH/Boston." "Contains mature content which may not be suitable for all audiences."

Contenido: Intro -- "You are what you like" -- Sharing the wealth -- "Your consumer is your marketer" -- Winning the games of likes -- Credits

Créditos: Editores, Fanny Lee, Steve Audette; director de fotografía, Jaron Berman

Intérpretes: Presentador, Douglas Rushkoff ; narradores, Bonin Bough, Tyler Oakley

Fecha: Emitido el 18 de Febrero de 2014, como episodio de la serie de televisión Frontline

Audiencia: Clasificación de las pautas parentales de TV: sin clasificar

Lengua: Closed-captioned in English with optional English subtitles for the deaf and hard-of-hearing (SDH)

ISBN: 9781608830879 160883087X 9786315354991 6315354998 9780841887022 0841887020

Materia Entidad: Facebook (Firm) Facebook (Firm)

Materia: Target marketing Teenage consumers Mass media and teenagers Online social networks Social media and society Medios sociales- Psychological aspects Internet marketing- Social aspects Objetivo de mercado Consumidores adolescentes Medios de comunicación y adolescentes Redes sociales online Redes sociales y sociedad Redes sociales- Aspectos psicológicos Marketing online- Aspectos psicológicos Cibles (Marketing) Adolescents consommateurs Médias et adolescents Réseaux sociaux (Internet) Médias sociaux et société Médias sociaux- Aspect psychologique Marketing sur Internet- Aspect social Social media and society. Online social networks. Teenage consumers. Target marketing. Mass media and teenagers.

Autores: Rushkoff, Douglas, narrator, on-screen presenter, television producer, writer Koughan, Frank, television producer, writer Vargas, Kevin, producer Bough, B. Bonin, commentator Oakley, Tyler (1989-), commentator Lee, Fanny (1973-), editor of moving image work Audette, Steve, editor of moving image work Berman, Jaron, director of photography

Entidades: Left/Right (Firm) production company WGBH (Television station : Boston, Mass.) production company Public Broadcasting Service (U.S.) publisher PBS Distribution (Firm) film distributor

Título preferido: Presenter Frontline (Television program)

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