Acknowledgments

This book is the outcome of a long research project running for several years to look into the future of multimedia and interactive digital TV. Much of the book is based on findings of a four-year multi-client project on digital television and multimedia convergence realised at the New Media&TV-Lab, a research laboratory inside the I-LAB Research Center on Digital Economy of Bocconi University in Milan, Italy.

The research work was supported and made possible, particularly in its initial stage, by Bocconi University as well as by sponsorships and contributions from the major Italian media companies which deserve my most heartfelt thanks.

The creation of the New Media & TV-Lab inside the I-LAB Research Center on Digital Economy of Bocconi University in the year 2000 had the goal of studying the TV industry and the convergence phenomena between traditional and new media. The laboratory, as well as its research activities, were the fundamental bases of this book.

My heartfelt thanks also to those organisations which encouraged and helped me with the New Media&TV-lab during these years, namely 24 Ore Television, Disney Channel, Home Shopping Europe, HDPnet, Motorola, Mediaset, SHS Multimedia, MTV Network, Sitcom, Sony, Stream, Telepiù, Nokia, and Philips.

In the course of this journey, I have interviewed scores of people, listened to experts, and gauged public opinion on interactive digital television. I have discussed my findings and the content of this book with participants and delegates in seminars, lectures, workshops, and international academic con-
ferences in the U.S. and Europe. To all those who have contributed with views, suggestions, criticism, and encouragement, I wish to extend my thanks.

My most sincere thanks also to all those who have made this work possible, first among them all, Professor Enrico Valdani (Director of I-LAB), who deserves all my admiration and deepest gratitude not only for his role of guide and for the endless pieces of advice, but especially for having taught me how important commitment and determination are to make one’s own ideals come true.

My most sincere thanks also to all my friends and colleagues (in particular, Vanessa Manzione for the research assistance provided through these years) and to all those who have encouraged me with their appraisal and affection.

I’m very grateful to several people for reading significant pieces of the manuscript or an entire draft of this book, and for offering valuable advice on how it could be improved. They include also the three anonymous reviewers who gave me a number of ideas, as well as very useful feedback on the entire draft of this book. Special thanks to Paolo Noseda for his help with the translation of the manuscript and Amanda Appicello at IGP for her precious assistance during all steps of the publishing.

Finally, I would also like to thank my family for their unwavering support both throughout the writing of this book and over the years.

Margherita Pagani
Milan, August 2002