

Reality TV 2.0 (Next wave entertainment strategy and design.)

Reality TV 2.0 models media specifications that address both format (technology, functionality, utility) and content (legibility, aesthetics, value-based controls), within a precept parallel to Web 3.0. its goal being the creation of media properties that supersede current "hard boiled" genre modes, towards a description of reality serving to improve "viewer-user-player" apprehension, attitude and opportunity, while also making device of personalization, visual communication tropes, crossmedia, branded entertainment strategies, "social utilities," "social labeling," TV as model of role, choice and decision making, reality as creativity (vs. competition), reality as personal development (vs. personal gain), and more.