

SOCIAL TV
METODOLOGIE E
METRICHE DI ANALISI

MATTEO G.P. FLORA

UNA GUIDA ALLE METRICHE DI ANALISI
E VALUTAZIONE DELLE PERFORMANCE

Social TV: metodologie e metriche di analisi

Una guida alle metriche di analisi e valutazione delle performance dei programmi televisivi su Social TV

Matteo G.P. Flora

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This version was published on 2015-04-11



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