**Author Details**

**Name:** Dr Kim Louise Walden

**Affiliation:** University of Hertfordshire

**Contact details:** Email: [K.Walden2@herts.ac.uk](mailto:K.Walden2@herts.ac.uk); Telephone: 044 (0)7960847835; Postal Address: The Thatches, 101 North Street, Burwell, Cambridge, CB25 0BB, UK.

**Biography:** Dr Kim Louise Walden is Senior Lecturer in Film and Television at the University of Hertfordshire. Her research interests include transmedia film marketing and promotion and media archaeological approaches to researching the past.

**For longer biography, add the following:** Recent publications range from ‘Archaeology of mobile film: Blink, Bluevend, and the Pocket Shorts’ *in Compact Cinematics: The Moving Image in the Age of Bit-Sized Media* edited by Pepita Hesselberth and Maria Poulaki (Bloomsbury, 2017) to '"Building Better Worlds": The Rise of Alien's online marketing campaigns' in *Alien Legacies: The Evolution of the Franchise*edited byNathan Abrams and Gregory Frame (Oxford University Press, 2023)