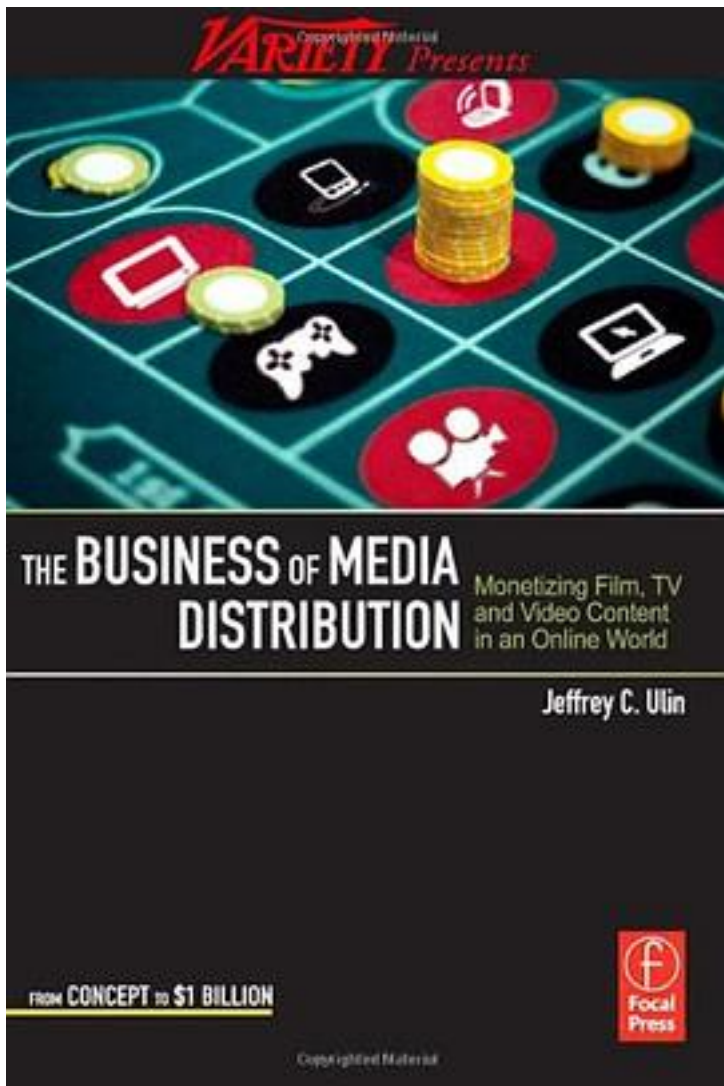


The Business of Media Distribution



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著者:Ulin, Jeff

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Written by the insider who headed sales for Lucasfilm across distribution markets and managed the release of Star Wars Episode III, this is the first book to show how all related media distribution markets, including television, video and online, work together and independently to finance and maximize profits on productions. It demystifies how an idea moves from concept to profits and how distribution quietly dominates an industry otherwise grounded in high profile elements (production, marketing, creative, finance, law). The book provides a unique apprenticeship to the business, illuminating at a macro level how an idea can move from concept to generating \$1 Billion, relating theory and practice in the context of the maturation of global market segments, and exposing the devil in the detail that impacts bottom line profits. Producers, media executives, students and entertainment attorneys in specific niches will benefit from this wide-ranging look at the business across various distribution outlets, including theatrical, video, television, online, merchandising, video-on-demand, etc. This book is officially endorsed by Variety magazine.

* Covers the entire range distribution outlets; learn how your speciality relates to the big picture * The definitive book on how studios and networks make money; apply the knowledge and concepts to your business - endorsed by Variety magazine! * Demystifies net and gross: learn how/when you get the money once you've produced a film * Includes perspectives from leading industry executives from studios, networks and online leaders, including Fox, Paramount, MGM, ABC, Lucasfilm, Pixar, YouTube, Hulu, Amazon, etc. * Illustrates historical film windows, the economic drivers behind them, and how online and digital delivery applications are changing the landscape * Relates economic theory, in the trenches practices, market history and current trends * Explores and highlights online influences to each sub-distribution market (e.g., film, video, TV) throughout the development, production, financing, marketing and distribution chain

作者介绍:

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