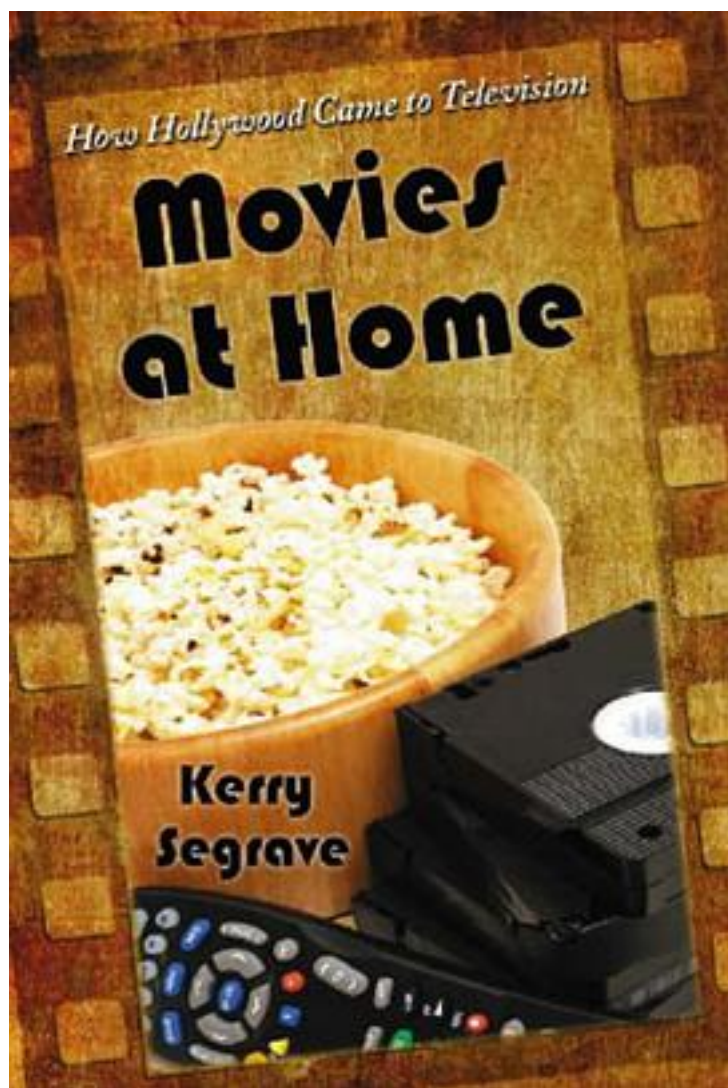


Movies at Home



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出版者:

出版时间:2008-12

装帧:平装

isbn:9780786440801

The relationship of Hollywood and television, initially turbulent, has ultimately been profitable from the first sally in what was expected to be a war of attrition, up through the soliciting of movies by major networks, independent stations, basic cable networks, premium cable channels, pay-per-view systems and even the corner video store. When their initial efforts to acquire ownership interests in television outlets were thwarted, Hollywood's major movie studios determined to withhold from the tube not only their films but also their actors, no doubt in hopes of making the rival medium appear a weak substitute for cinema. With ticket sales shrinking and television set purchases booming, the studios, erasing their last contemptuously drawn line in the sand, grudgingly released their films to television--and made a fortune.

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