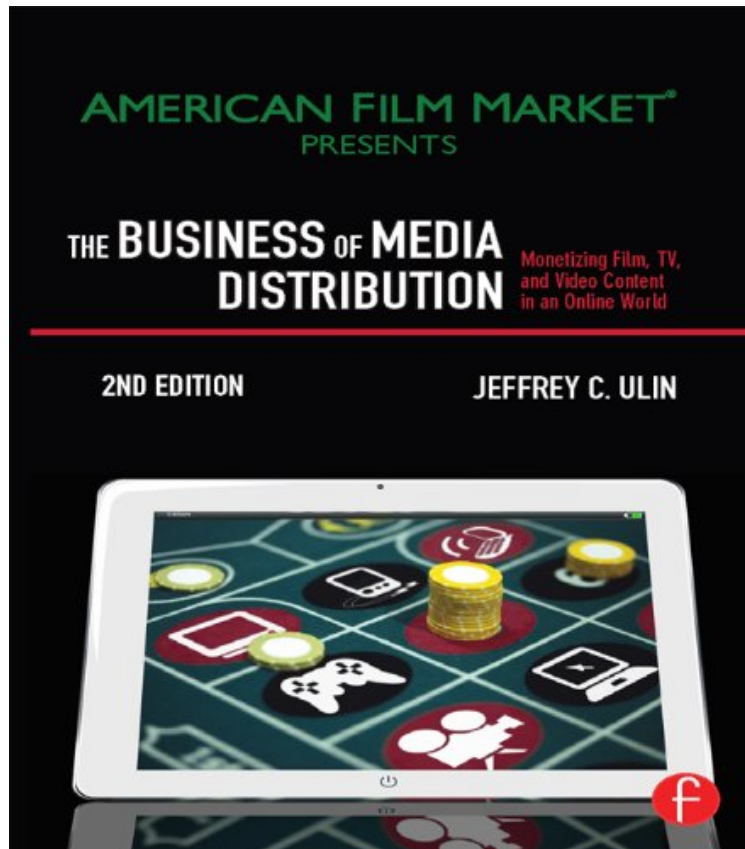


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The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents)

Jeff Ulin

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Jeff Ulin : The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents):

1 of 1 people found the following review helpful. Where the money is By Observer666 Yes it's dry, but this book will tell you exactly where the money is in the entertainment business. I was impressed with how up to date it is too -- this was revised in 2014 and it deals with online video -- how the movie business is monetizing it and the challenges it poses for the future. Ulin understands the role and incentives of every player in the distribution chain, from years of experience structuring deals. This kind of information makes this a book that is worth buying and keeping around. I've also read the competing book by Edward Epstein -- that one is entertaining and has a lot of fun anecdotes, but it's out of date and didn't have much in the way of takeaways. For the next edition, I hope Ulin will do more on marketing and

distribution to overseas markets including China, and more on digitalization of cinema. This edition still discusses the cost of doing a print of a film!

0 of 0 people found the following review helpful. Great reference for media distribution

By a2z Consumerthis is a great reference for media distribution as it provides a thorough explanation. I purchased the Kindle version of this book which features text-to-speech. This feature was very helpful as I read the book and optioned for the text-to-speech feature during sections where my eyes wanted to gaze over. I anticipate re-reading certain chapters over time and I look forward to the revised and updated version.

3 of 3 people found the following review helpful. great read for media entrepreneurs!

By george eshesimuaThis book well written and understandable. As an entrepreneur interested in digital media distribution and how to monetize it, I wanted to get a better understanding of the industry's current landscape and this book delivered. It is comprehensive and insightful. I highly recommend it!

First published in 2013. Routledge is an imprint of Taylor Francis, an informa company.

For anyone generally interested in how networks and studios make money and put money at risk, from the TV shows and movies they produce to the novel challenges they're facing today, this book provides a unique overview and a glimpse into the future. Blair Westlake, Corporate Vice-President Media Entertainment, Microsoft Jeff Ulin brings his practical experience and academic understanding of today's complicated media world together to provide us with a comprehensive guide to navigating a world that changes almost daily! Marion Edwards, President, 20th Century Fox International Television It's very difficult to find a text that gives both a comprehensive overview of the history of the entertainment industry as well as informed insight into its future landscape. Nothing out there does it better. Judd Funk, Former Head of Legal Affairs, Universal Pictures; Associate Professor, Lawrence and Kristina Dodge College of Film and Media Arts, and School of Law, Chapman University Anyone who wants to know more about how films and TV shows are distributed and exploited can learn a huge amount from this book. Jim Morris, Pixar Animation Studios General Manager, EVP, Production and Producer, Wallball;E; Former President, Industrial Light Magic Jeff Ulin's broad spectrum of expertise, spanning all aspects of motion picture and television distribution, from theatrical to home entertainment to new media and television licensing, render him uniquely qualified to illuminate the business side of the entertainment business. Hal Richardson, President of Paramount Worldwide Television The entertainment industry is an industry with ongoing challenges with constant change. Jeff provides a road map to see where you are going by understanding where you started. Louis Feola, Former President Universal Home Video, and Paramount Famous Productions This is the book that everyone in the business has been waiting for Jeff's seen it all, and has written a must-read book for those wanting to understand the jigsaw of media distribution and in what ways the web is influencing how, when and where money is made. Michael Uslan, Executive Producer, Batman, Batman Begins, The Dark Knight Jeff Ulin's book is a must read for practitioners, academics and potential investors in the new media space. Having worked in all segments of the industry, Ulin brings together a unique combination of experience and analytical rigor to deconstruct the driving forces of an industry in dynamic change. Pablo Spiller, Jeffrey A. Jacobs Distinguished Professor of Business and Technology, Haas School of Business. Ulin expertly depicts the fluid nature of content creation and distribution in a concise and understandable way. There's never been a better insider's look at the choices and challenges that studio executives face every day. Gary Marenzi, Former President, MGM Worldwide Television Every Silicon Valley start-up working with Hollywood needs to know what Jeff knows. With his knowledge, you're better able to fast forward the future of online video. Without it, you risk being stuck on pause. Kevin Yen, Former Director, Strategic Partnerships YouTube I couldn't help but be impressed at how up-to-date the book was; [T]his book manages to provide a mine of useful practical information in an interesting and enjoyable style. Jim Slater, Cinema Technology About the Author Jeffrey C. Ulin has worked as a media executive, attorney, lecturer, and entrepreneur. Half of his 20+ years in the film business have been at Lucasfilm, where he headed worldwide distribution for all markets (theatrical, video, TV, online), managed sales for Star Wars and Indiana Jones, and oversaw the release of the last Star Wars film made by George Lucas, Episode III: Revenge of the Sith. He also helped manage Paramount and Universal's overseas video distribution venture; co-founded and ran animation studio Wildbrain Entertainment, where he created Disney's pre-school hit Higglytown Heroes; and navigated the convergence of digital media at Silicon Valley's most renowned law firm (Wilson Sonsini Goodrich Rosati). Jeff sits on advisory boards of media start-ups and has used the book to teach the class Media Entertainment: Economics, Policy, and Strategy at the Haas School of Business, the University of California, Berkeley. He is currently based in Amsterdam, working as General Counsel of Irdeto, a global leader in media delivery and security solutions.