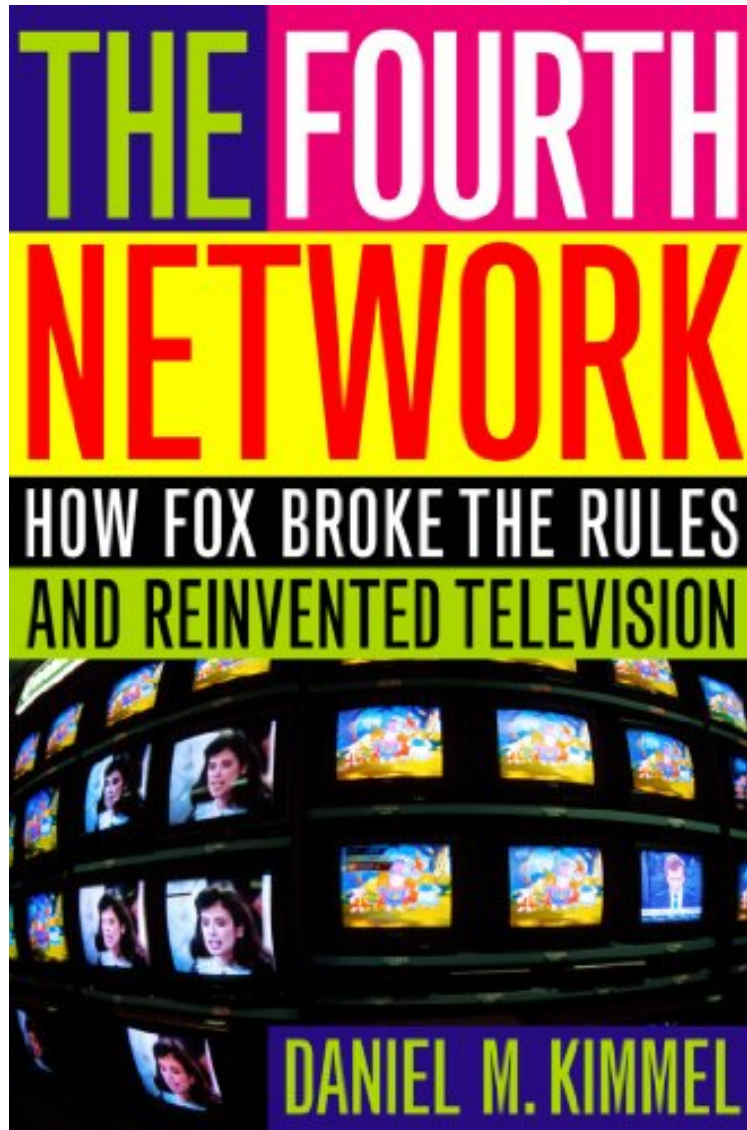


[Download] The Fourth Network: How FOX Broke the Rules and Reinvented Television

The Fourth Network: How FOX Broke the Rules and Reinvented Television

Daniel M. Kimmel

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Daniel M. Kimmel : The Fourth Network: How FOX Broke the Rules and Reinvented Television before purchasing it in order to gage whether or not it would be worth my time, and all praised The Fourth Network: How FOX Broke the Rules and Reinvented Television:

2 of 2 people found the following review helpful. Industry Story Made InterestingBy A. KAMPFERI was probably one of the few people who tuned into Fox the night Joan Rivers premiered or they night they rolled out Married With Children and Tracey Ullman three times over. The Fourth Network is a good story for anyone who's interested in

behind the scenes stories of Hollywood and really tells you how they did it. I was already aware of some of their innovations, but had no idea just how many rules they broke to make it the "four US television networks". I highly recommend it. 0 of 0 people found the following review helpful. FOX aka Home of The Simpsons By a2z Consumer As the home of The Simpsons I felt obliged to read this book and I was not disappointed. The Fourth Network is an entertaining and enjoyable read. It's always enjoyable when the underdog wipes the smirk off competitors faces. 16 of 17 people found the following review helpful. Excellent business book and a good read too By Reader Reviewer NJ What a great book this is! It's a good read and successfully balances business concepts and strategies, with lively descriptions of the personalities involved. Kimmel quotes many of the participants in this venture and provides a fast pace that entertains and educates at the same time. For the business school student or anyone with an interest in business, this makes an excellent case study. It should be required reading, especially for those who know odds are against creating a new thing in established territory. The people at Fox were smart, creative and gutsy; they defied the odds, gamed the system and won. And the author, Daniel Kimmel, really conveys the fast pace and atmosphere in which the Fox team must have operated. I am not an industry insider, so I feel like I really learned a lot about how networks are run, what the regulatory environment is like and the culture that developed at Fox. Great book. Highly recommended.

A fast-paced, behind-the-scenes account of how programming innovations, innovative business models, and larger-than-life risk-takers revolutionized the television industry. The story of the rise of FOX is the story of contemporary American television. A deeply researched and fast moving history. —Leo Bogart

From Publishers Weekly According to Peter Roth, FOX Entertainment Group's former president, the network's formula for success was simple: executives must "be nimble, be opportunistic and be aggressive." Kimmel, Variety's Boston correspondent, relates how FOX developed this mantra and eventually became a serious competitor to the Big Three networks. The key to the victory was timing and shrewd analysis of market research. FOX's two pioneering tactics, counter-programming and narrowcasting (delivering messages to a select audience), put them on the map. Airing Married... With Children against CBS's 60 Minutes was their breakthrough maneuver. FOX may not have won the time slot, but it generated buzz and attracted Gen Xers. By aiming for a sophisticated and upscale demographic, the network was able to lure specific advertisers. This strategy was a radical departure from the established tradition, which aimed at the general population. And on the programming front, the creation of The Simpsons, The X-Files and Ally McBeal cemented FOX's commitment to innovative programming. But Kimmel gives equal time to FOX's snafus. The tortured history of The Late Show with Joan Rivers is an object lesson in how egos can destroy an endeavor. Unfortunately, this kind of lively recital is infrequent. Kimmel's primary focus is business and negotiations. Innumerable executives and programmers, many of whom he has interviewed, are rarely portrayed with any distinguishing characteristics (a notable exception is the colorful Barry Diller). This is a solid but rather dry account of the birth of a network and its impact on TV. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Initially ridiculed as the "hanger network," meaning that it had a signal so weak that viewers would need hanger antennas to watch it, the Fox network has grown to be an influential force in broadcasting. Independent journalist Kimmel explores the growth of Fox from an outrageous idea entertained by Australian-born media mogul Rupert Murdoch and entertainment executive Barry Diller, to its first major coup in luring Joan Rivers from her position as guest host of The Tonight Show to an ill-fated show of her own, to its position as a risk taker and trendsetter in television, with groundbreaking shows such as The Simpsons, The X Files, and America's Most Wanted. Kimmel offers a behind-the-scenes look at the corporate and financial machinations behind the creation of a fourth network 20 years ago, at a time when few could imagine a viable network beyond the Big Three. Fox took advantage of the segmentation of the market and filled niches that were neglected by the big networks, in the process changing standards for television programming. Vanessa Bush Copyright copy; American Library Association. All rights reserved Kimmel has done his homework.... Rich in anecdote and specifics, it offers a rear-view perspective on the way Fox came out of nowhere. (The New York Times) Dan Kimmel nails it! He makes the inside story of the boldly, innovative Fox Network come alive. Has it really been twenty years? (Paula Lyons, former consumer editor, ABC TV's Good Morning America) Kimmel has written a deeply researched and fast moving history of Fox a crucial player in the rapid transformation of American television, from almost total domination by three established networks to a highly varied assortment of viewer choices. (Leo Bogart, author of The Age of Television, Commercial Culture, and Finding Out) Kimmel's riveting study offers not only a masterful account of the evolution of the FOX network but also a grand narrative of the politics of the television industry. (Foreword s) He is thorough, and his subject is sufficiently engaging to carry his book along nicely. (Dow Jones News Service) Kimmel offers a behind-the-scenes look at the corporate and financial machinations behind the creation of a fourth network 20 years ago, at a time when few could imagine a viable network beyond the Big Three. (Booklist) This narrative of the birth of FOX Television is laden with first-person accounts, and Kimmel relies on several former FOX executives and staff members for behind-the-scenes information. (Library Journal) It's a captivating tale that's well worth the read.

(Weekly Dig)Entertaining new history. (Technology Liberation Front)Kimmel's new bookhellip;is worthy reading for broadcasting professionals, in particular. (The Financial Manager)He certainly knows television...something he demonstrates rather nicely.... Thorough...careful research. (Worcester Magazine)Kimmel is in the perfect position to present the story of FOX.... Chapters are lively. (The Bookwatch)An informative read.... A straightforward recap of how Murdoch did it. (The Atlantic's "Editor's Choice")Useful in academic collections.... Highly recommended... accessible at all levels. (C. Sterling, George Washington University CHOICE)The Fourth Networkhellip;deserves a place on the shelf of any serious observer of the American media-industrial complex. (Jimmie Reeves Television Quarterly)A captivating tale that's well worth the read.... Kimmel's book is a success in its own right. (Seth Donlin Boston's Weekly Dig)