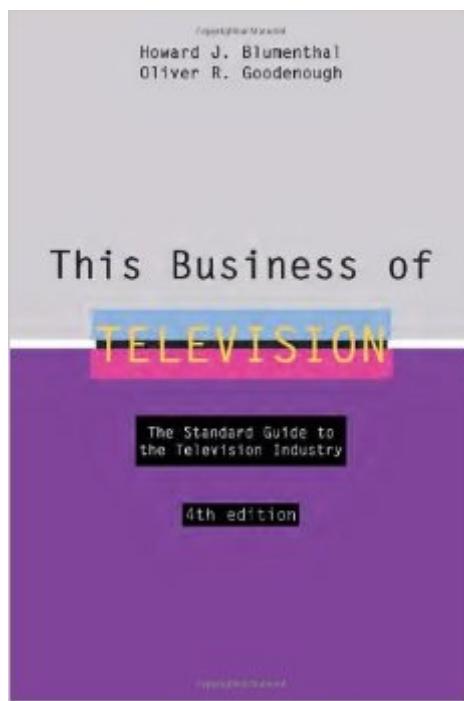


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# This Business Of Television



## **Synopsis**

Broad in scope and rich in detail, This Business of Television has been the essential sourcebook for producers, writers, broadcasters, network executives, and other television professionals since the first edition was published in 1991. And as the television business continues to evolve, This Business of Television evolves along with it. This comprehensive guide to the legal, economic, and production aspects of the industry has been completely revised and restructured to reflect the rapid changes in television today, both domestically and internationally. A user's guide to television contracts, plus directories of associations, government agencies, and producers and distributors, make this book an invaluable resource for anyone involved with or simply interested in the business of television. Practical and comprehensive "the only book of its kind! More than 300 American colleges and universities have television curriculums Revised edition focuses on the changing world market for television Replaces ISBN 0-8230-7704-7

## **Book Information**

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## **Customer Reviews**

This Business of Television is a landmark volume in our practice (entertainment industry economic forecasting) for three reasons. Reason # 3: it is incredible that guys of this stature would take the time to compile such an essential and complete perspective of the television business.

Goodenough, a seasoned entertainment lawyer, law professor, and a scholar pioneering the study of law and evolutionary biology, brings the structure and rigor, while Blumenthal, a prolific TV, multimedia, and online entertainment producer and businessman brings the been-there-done-that street savvy. Reason # 2: it is, after all, the business that pays for the content (the subscriber,

pay-per-view, advertising, syndication, and the latest, e-commerce revenue models) and the content that drives the migration to new technology (streaming media webcasting and video-on-demand, interactive TV, and wireless). The clear understanding of the financial systems supporting television and video entertainment offered by Oliver and Howard in this book facilitates the modeling of future monetary transactions. Reason # 1: video programming spread from broadcast to cable and then to satellite in one generation. The last decade found it spreading to the PC via CD-ROM, DVD, and broadband Internet. In the future it will be found on our cell phones, wristwatches, car seat backs, and refrigerators. There will be innovations in business arrangements along the way, but those who cannot converse in the basic economics will be doomed. This segues into a jacket quote by Morty Morton, former producer of the Late Show with David Letterman, who remarked, "This Business of Television has gotten me through years of moderate success in the TV business. I'm now ready to burn the damn thing and open a restaurant."

This book is so hot that it's been stolen from my office library 3 times. I'm on my 4th purchase of this book. I felt like I could have an intelligent conversation about any aspect of the television business after using this book. It is my main resource for getting quick answers that are easy to understand. This is required reading for those getting started and a great resource for those that have been in the industry a while. It also includes a computer disk containing forms such as U.S. Copyright registration and others found in the book that you can import to your word processor. Ron Hebert  
Producer  
2002 Emmy Awards - Pacific Southwest Chapter

Our start-up entertainment company has used the first edition as our essential reference book. We have not found anything else like it. We are excited about ordering the second edition.

This Business of Television is a landmark volume in our practice (micro-economic forecasting for the entertainment industry). Here are the top three reasons why. Reason # 3: it is incredible that guys of this stature would take the time to compile such an essential and complete perspective of the television business. Goodenough, a seasoned entertainment lawyer, law professor, and a scholar pioneering the study of law and evolutionary biology, brings the structure and rigor, while Blumenthal, a prolific TV, multimedia, and online entertainment producer and businessman brings the been-there-done-that street savvy. Reason # 2: it is, after all, the business that pays for the content (the subscriber, pay-per-view, advertising, syndication, and the latest, e-commerce revenue models) and the content that drives the migration to new technology (streaming media webcasting

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The first edition was handy, detailed, and filled with suggestions on where to find further information. I'm glad the revised edition includes a disk. Highly recommended for anyone in the television, video, or CD-ROM production business. And not a bad price, considering the cost of other texts.

I used this book for a law class. It is sort of like the bible of television business. Although a bit dated, it gives you a solid foundation in the business of television. I especially enjoyed the thorough overview of the history of television. Understand that this does not provide contracts for you to use, but it does discuss important points involved in the contracts.

Lot of wisdom about the television industry just a good read won't be disappointed. My advice is just make your own content and sell it. don't go crazy on trying to seek money cause their isn't any especially if you don't have clout. if you have good content then someone will buy it. Plane and simple. Want exposure then distribute your content via the web ie youtube and or Netflix and prime. Television industry is dead anyways at least the cable industry and dish.

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