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The Business Of Media Distribution

The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World (American Film Market Presents) 3rd Edition. by Jeffrey C. Ulin (Author) 5.0 out of 5 stars 2 ratings. ISBN-13: 978-0815353355. ISBN-10: 0815353359.

Amazon.com: The Business of Media Distribution: Monetizing ...

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.

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Sales: 18,000 This books touches a little bit on distribution, but is much more focused on the nuts and bolts of hands-on producing. * Rayburn: Streaming and Digital Media, Understanding the Business and Technology Similarity: Ulin discusses how new digital media platforms (streaming, downloads, etc.) are impacting the distribution of content.

Amazon.com: The Business of Media Distribution, Second ...

The Business of Media Distribution: Monetizing Film, TV and Video Content. 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.

The Business of Media Distribution: Monetizing Film, TV ...

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The Business of Media Distribution | Taylor & Francis Group

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Introduction to Media Distribution offers a clear, direct and comprehensive overview of the entire film, television and new media distribution business, valuable to both students and professionals.

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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.

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