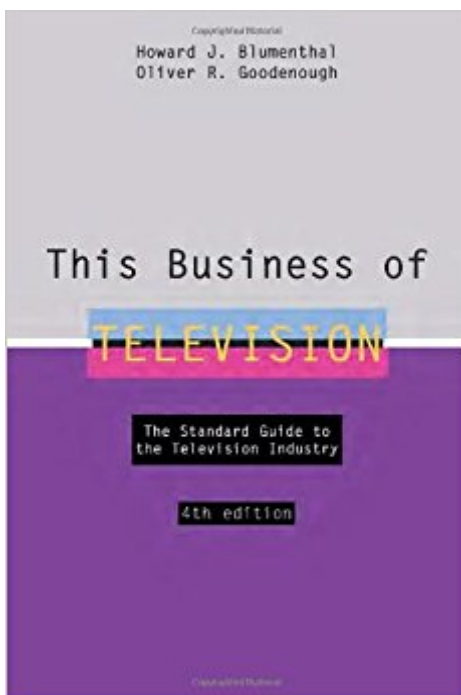


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# This Business Of Television



## 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

Howard J. Blumenthal has produced several hundred hours of programming, including game shows, talk shows, dramas, and children's programming. He is also the author of more than twenty books, including the CD Listener's Guide series, published by Billboard Books. He lives in Newtown, PA. Oliver R. Goodenough has been in legal practice for more than twenty-five years, specializing in entertainment and communications law, as well as business and corporate law. A professor at the Vermont Law School, he lives in Woodstock, VT.

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 there isn't any especially if you don't have clout. if you have good content then someone will buy it. Plain 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.

This book explains the business of television which is different than the perception of common consumers. The financial and operational relationships between content producers, distributors, and broadcasters can be very complicated. It covers local stations, syndication, TV networks, cable TV systems, satellite, and other TV industry distribution channels. The trends of premium content production and licensing are covered and they seem to be rising at a growing rate. It covers the history of the television industry from the transition from radio broadcasting to television broadcasting to non-broadcast (cable TV). Local television station ownership and network affiliations is explained. You will learn about how advertising is sold by networks and at local stations. There is a lot of detail provided on how the cable TV industry evolved and the companies that have been and continue to be important to the CATV industry. There are some very good descriptions of TV regulations including broadcast restrictions, advertising limitations, copyright, and privacy. The different types of programming including news, dramas, documentaries, sports, children's, and others are explained along with their basic production needs, There are many sample contracts including releases, distribution agreements, production and use licenses, and others.

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.

I was overwhelmed when I got it because it's bigger than the "This business of Film" but it doesn't cover topics deeply. I expected to have more about topics like Syndication rules and Prime Time Access.

Great overview of how the Television business works. Gives actual numbers and business models for different parts of the business. If you're new to TV this book fills in a lot of the background knowledge that you industry vet peers have. Interested in seeing a 2011 version to see how they

cover TV Everywhere, Hulu and OTT.

Great insight before getting into the business

Would recommend to anyone trying to understand and get an overview of the TV business. Get the ore recent addition.

This is a very interesting title. Easy to read and to comprehend some business aspects. Some parts of the book were not updated properly, e.g., the overview of Television in South America.

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