



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

By Jeff Ulin

Download now

Read Online ➔

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

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. It demystifies how an idea moves from concept to profits and how distribution quietly dominates an industry otherwise grounded in high profile elements (production, marketing, creative, finance, law).

The book provides a unique apprenticeship to the business, illuminating at a macro level how an idea can move from concept to generating \$1 Billion, relating theory and practice in the context of the maturation of global market segments, and exposing the devil in the detail that impacts bottom line profits.

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.

↓ [Download The Business of Media Distribution: Monetizing Fil ...pdf](#)

📖 [Read Online The Business of Media Distribution: Monetizing F ...pdf](#)

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

*By Jeff Ulin*

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

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. It demystifies how an idea moves from concept to profits and how distribution quietly dominates an industry otherwise grounded in high profile elements (production, marketing, creative, finance, law).

The book provides a unique apprenticeship to the business, illuminating at a macro level how an idea can move from concept to generating \$1 Billion, relating theory and practice in the context of the maturation of global market segments, and exposing the devil in the detail that impacts bottom line profits.

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.

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

- Sales Rank: #769349 in Books
- Published on: 2009-09-21
- Released on: 2009-10-21
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.19" w x 6.00" l, 1.85 pounds
- Binding: Paperback
- 528 pages

 [Download The Business of Media Distribution: Monetizing Fil ...pdf](#)

 [Read Online The Business of Media Distribution: Monetizing F ...pdf](#)



## **Download and Read Free Online The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) By Jeff Ulin**

---

### **Editorial Review**

#### Review

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 Wall . E

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, President, Paramount Famous Productions

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, President, MGM Worldwide Television

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

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.

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

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, Director, Strategic Partnerships YouTube

#### About the Author

Jeff Ulin's background includes being a media executive, attorney, lecturer, and entrepreneur. Half of his 20 years in the business have been at Lucasfilm, where he headed worldwide distribution for all markets

(theatrical, video, TV, online), managed franchise sales for Star Wars and Indiana Jones, and oversaw the release of the last Star Wars film, Episode III. He also helped Paramount and Universal's overseas video distribution venture; co-founded and ran animation studio Wild Brain, where he created Disney's pre-school hit Higglytown Heroes; and he currently teaches the class Media & Entertainment: Economics, Policy, and Strategy at Berkeley's Haas School of Business. Living in the San Francisco area, he is at the center of Internet activity, helping companies navigate the convergence of digital media at Silicon Valley's most renowned law firm (Wilson Sonsini Goodrich & Rosati).

## **Users Review**

### **From reader reviews:**

#### **Chris Robertson:**

The event that you get from The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) is the more deep you excavating the information that hide inside words the more you get serious about reading it. It does not mean that this book is hard to comprehend but The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) giving you enjoyment feeling of reading. The article writer conveys their point in particular way that can be understood by simply anyone who read the idea because the author of this e-book is well-known enough. This kind of book also makes your vocabulary increase well. That makes it easy to understand then can go along, both in printed or e-book style are available. We advise you for having this The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) instantly.

#### **Aurora Foster:**

The particular book The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) will bring you to definitely the new experience of reading any book. The author style to clarify the idea is very unique. Should you try to find new book to study, this book very suitable to you. The book The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) is much recommended to you you just read. You can also get the e-book through the official web site, so you can quicker to read the book.

#### **John Bradley:**

The reason why? Because this The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) is an unordinary book that the inside of the e-book waiting for you to snap that but latter it will shock you with the secret it inside. Reading this book adjacent to it was fantastic author who write the book in such remarkable way makes the content interior easier to understand, entertaining means but still convey the meaning completely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of rewards than the other book get such as help improving your ability and your critical thinking approach. So , still want to postpone having that book? If I were you I will go to the reserve store hurriedly.

**Barbara Kelley:**

Do you like reading a e-book? Confuse to looking for your selected book? Or your book seemed to be rare? Why so many issue for the book? But virtually any people feel that they enjoy for reading. Some people likes reading, not only science book but in addition novel and The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) as well as others sources were given understanding for you. After you know how the good a book, you feel need to read more and more. Science book was created for teacher or even students especially. Those guides are helping them to increase their knowledge. In other case, beside science reserve, any other book likes The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) to make your spare time more colorful. Many types of book like here.

**Download and Read Online The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) By Jeff Ulin #REW74PGSUVH**

# **Read The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) By Jeff Ulin for online ebook**

The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) By Jeff Ulin Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) By Jeff Ulin books to read online.

## **Online The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) By Jeff Ulin ebook PDF download**

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

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

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

**REW74PGSUVH: The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (American Film Market Presents) By Jeff Ulin**