

Streaming Sharing Stealing Big Data And The Future Of Entertainment Mit Press

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Streaming, Sharing, Stealing: Big Data and the Future of ...

Streaming, Sharing, Stealing: Big Data and the Future of Entertainment. by. Michael D. Smith (Goodreads Author), Rahul Telang. 4.09 · Rating details · 358 ratings · 37 reviews. Traditional network television programming has always followed the same script: executives approve a pilot, order a trial number of episodes, and broadcast them, expecting viewers to watch a given show on their television sets at the same time every week.

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This is a "must read" for C-level executives in organizations that are currently ignoring or underutilizing what Big Data can help them to accomplish in terms of profitability, of course, but also sustainable relationships with customers as well as with highly-valued employees. Streaming, Sharing, Stealing is a brilliant achievement.

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Streaming, Sharing, Stealing: Big Data and the Future of ...

Streaming, Sharing, Stealing: Big Data and the Future of Entertainment. Streaming, Sharing, Stealing. : Michael D. Smith, Rahul Telang, MIT Press, Aug 5, 2016 - Business & Economics - 215 pages. 0...

Streaming, Sharing, Stealing: Big Data and the Future of ...

Streaming, Sharing, Stealing examines the rise of data-driven marketing and the ability of artists to control content creation and distribution, which is completely disrupting entertainment industry norms. A must-read for any content creator. David A. Bossert, producer and creative director at The Walt Disney Studios.

Streaming, Sharing, Stealing | The MIT Press

This item: Streaming, Sharing, Stealing: Big Data and the Future of Entertainment (The MIT Press) by Michael D. Smith Hardcover \$9.99. Only 18 left in stock - order soon. Ships from and sold by Amazon.com. Spotify Teardown: Inside the Black Box of Streaming Music (The MIT Press) by Maria Eriksson Paperback \$14.69.

How big data is transforming the creative industries, and how those industries can use lessons from Netflix, Amazon, and Apple to fight back. "[The authors explain] gently yet firmly exactly how the internet threatens established ways and what can and cannot be done about it. Their book should be required for anyone who wishes to believe that nothing much has changed." --The Wall Street Journal "Packed with examples, from the nimble-footed who reacted quickly to adapt their businesses, to laggards who lost empires." --Financial Times Traditional network television programming has always followed the same script: executives approve a pilot, order a trial number of episodes, and broadcast them, expecting viewers to watch a given show on their television sets at the same time every week. But then came Netflix's House of Cards. Netflix gauged the show's potential from data it had gathered about subscribers' preferences, ordered two seasons without seeing a pilot, and uploaded the first thirteen episodes all at once for viewers to watch whenever they wanted on the devices of their choice. In this book, Michael Smith and Rahul Telang, experts on entertainment analytics, show how the success of House of Cards upended the film and TV industries—and how companies like Amazon and Apple are changing the rules in other entertainment industries, notably publishing and music. We're living through a period of unprecedented technological disruption in the entertainment industries. Just about everything is affected: pricing, production, distribution, piracy. Smith and Telang discuss niche products and the long tail, product differentiation, price discrimination, and incentives for users not to steal content. To survive and succeed, businesses have to adapt rapidly and creatively. Smith and Telang explain how. How can companies discover who their customers are, what they want, and how much they are willing to pay for it? Data. The entertainment industries, must learn to play a little "moneyball." The bottom line: follow the data.

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So much to read, so little time? This brief overview of Streaming, Sharing, Stealing tells you what you need to know—before or after you read Michael D. Smith's and Rahul Telang's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of Michael D. Smith and Rahul Telang's Streaming, Sharing, Stealing includes: Historical context Chapter-by-chapter summaries Character profiles Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About Streaming, Sharing, Stealing by Michael D. Smith and Rahul Telang: There is a new world order in the entertainment industry. Digital technology has contributed to an explosion of content in the entertainment business as Netflix, Amazon, and Apple upend traditional entertainment, changing the way in which television, film, music, and books are made and consumed. In Streaming, Sharing, Stealing: Big Data and the Future of Entertainment, authors Smith and Telang document this massive change and demonstrate conclusively that making data-driven decisions and understanding customer behavior are the keys to the new marketplace. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

Awakening is the definitive account of the music industry in the digital era. It tells the inside story of how the music business grappled with the emergence of an entirely new digital economy with exclusive interviews with the people who shaped today's industry. Mulligan's gripping narrative switches between the seismic market trends to the highly personal accounts of artists and digital pioneers. It recounts the events that both spelt the end of the old industry and that are the foundation for the radical new successor that is about to emerge. Awakening is written by the leading music industry analyst Mark Mulligan and includes interviews with 60 of the music industry's most important figures, including million-selling artists and more than 20 CEOs. Alongside this unprecedented executive access, Awakening uses exclusive data presented across 60 charts and figures to chart the music industry's digital journey and to lay out a vision of the future for the industry and artists alike. For anyone interested in the music industry and the lessons it provides for all businesses in the digital era, this is the only book you will ever need.

News and journalism are in the midst of upheaval: shifts such as declining print subscriptions and rising website visitor numbers are forcing assumptions and practices to be rethought from first principles. The internet is not simply allowing faster, wider distribution of material: digital technology is demanding transformative change. Out of Print examines the role and influence of newspapers in the digital age and explains how current inquiry to the impact of social media on news and expectations. He presents an incisive, authoritative analysis of the role and influence of journalism in the digital age.

The gripping untold story of the music piracy revolution and the man who almost singlehandedly brought down the industry How Music Got Free is the incredible true story of Dell Glover, a factory worker at a compact-disc manufacturing plant who brought the music industry to its knees. Working from a small town in North Carolina, Glover was the Patient Zero of music piracy, leaking thousands of albums from the plant over nearly a decade. If you've ever pirated music?or even borrowed it?Glover's handiwork is on your hard drive. But Glover couldn't do it alone. He needed the help of his smuggling confederates, who conducted a years-long campaign of infiltration into the music industry's global supply chain. He needed the help of the men who invented the mp3, a group of academics working in a forgotten audio laboratory in Germany. He needed the help of the torrenters, who, from dormitories and bedrooms across the planet, built distribution networks for his leaks. Most of all, he needed the unwitting assistance of the music industry itself, and the powerful music executive whose strategy of consolidation brought the biggest musical acts of the decade into Glover's reach. An irresistible story of greed, cunning, brilliance, and deceit, How Music Got Free isn't just a story of the music industry?it's a must-read history of the Internet itself.

Data science is the most exciting skill you can master. Data has dramatically changed how our world works. From entertainment to politics, from technology to advertising and from science to the business world, data is integral and its only limit is our imagination. If you want to have a vibrant and valuable professional life, being skilled with data is the key to a cutting-edge career. Learning how to work with data may seem intimidating or difficult but with Confident Data Skills you will be able to master the fundamentals and supercharge your professional abilities. This essential book covers data mining, preparing data, analysing data, communicating data, financial modelling, visualizing insights and presenting data through film making and dynamic simulations. In-depth international case studies from a wide range of organizations, including Netflix, LinkedIn, Goodreads, Deep Blue, Alpha Go and Mike's Hard Lemonade Co. show successful data techniques in practice and inspire you to turn knowledge into innovation. Confident Data Skills also provides insightful guidance on how you can use data skills to enhance your employability and improve how your industry or company works through your data skills. Expert author and instructor, Kirill Eremenko, is committed to making the complex simple and inspiring you to have the confidence to develop an understanding, adeptness and love of data.

In this updated edition of the industry staple, veteran media executive Jeff Ulin relates business theory and practice across key global market segments—film, television, and online/digital—providing you with an insider's perspective that can't be found anywhere else. Learn how an idea moves from concept to profit and how distribution dominates the bottom line: Hollywood stars may make the headlines, but marketing and distribution are the behind-the-scenes drivers converting content into cash. The third edition: Includes perspectives from key industry executives at studios, networks, agencies and online leaders, including Fox, Paramount, Lucasfilm, Endeavor, Tencent, MPA, YouTube, Amazon, and many more; Explores the explosive growth of the Chinese market, including box office trends, participation in financing Hollywood feature films, and the surge in online usage; Illustrates how online streaming leaders like Netflix, Amazon, Apple, YouTube, Hulu and Facebook are changing the way TV content is distributed and consumed, and in cases how these services are moving into theatrical markets; Analyzes online influences and disruption throughout the distribution chain, and explains the risks and impact stemming from changing access points (e.g., stand-alone apps), delivery methods (over-the-top) and consumption patterns (e.g., binge watching); Breaks down historical film windows, the economic drivers behind them, and how online and digital delivery applications are changing the landscape. Ulin provides the virtual apprenticeship you need to demystify and manage the complicated media markets, understand how digital distribution has impacted the ecosystem, and glimpse into the future of how film and television content will be financed, distributed and watched. An online eResource contains further discussion on topics presented in the book.

"My favorite book of the year."—Doug McMillon, CEO, Wal-Mart Stores Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly. We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, The Content Trap is an essential new playbook for navigating the turbulent waters in which we find ourselves. Praise for The Content Trap "A masterful and thought-provoking book that has reshaped my understanding of content in the digital landscape."—Ariel Emanuel, co-CEO, VME | IMG "The Content Trap is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success. But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are."—The Wall Street Journal