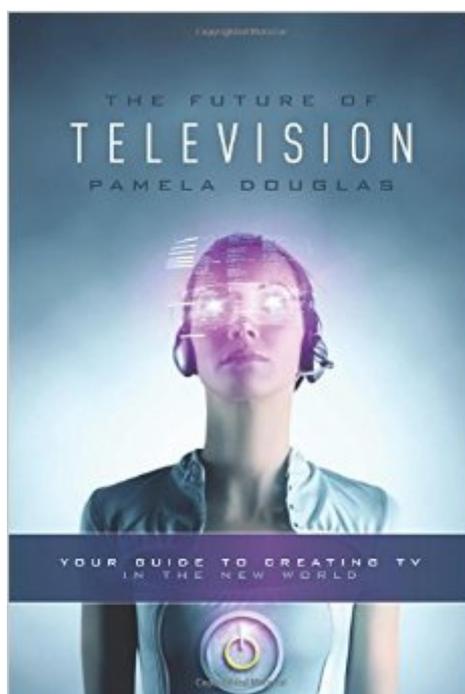


The book was found

Future Of Television: Your Guide To Creating TV In The New World



Synopsis

The book's journey into the future of television begins with "You Are Here," delving into "The Great Convergence" of television and Internet and the vortex of change we all inhabit now. Then, glancing back, we explore "The Old World" of broadcast television to understand how we got to this moment of transition. Next, traveling "Between Worlds," we visit cable television and see how the boundaries between network, cable, and Internet are mutating. After that, we enter "The New World" that ranges from empires like Netflix and down to Kickstarter-funded web series, and all the creative expressions that abound. Finally, we look ahead to the "Far Frontier" of interactivity and transmedia and a distant, fantastic future. All these experiences are focused on how a writer, producer, director, or entrepreneur can use the emerging possibilities to create original television now and in the coming decade.

Book Information

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Customer Reviews

I'm the author of a few books myself which are bestselling and critically acclaimed - but most of all, I read a lot of books as a film professor, film and television producer, and lover of the emerging technologies that offer more platforms for storytelling. Douglas nails it. I read this book voraciously. Douglas interviews the powers behind broadcast, cable and streaming television albeit Netflix, Hulu and other internet channels that offer emerging talent a digital platform. While the Future of Television is here, there is great insight into the behind-the-scenes power brokers, what differentiates them from other networks and how the future is a rosey one for those who are willing to work hard and hone their craft as storytellers. There is no magic brass ring as some books would

have you believe. But, knowledge is key; Understanding is absolute; Craft is essential, as is experience, and this book helps pull back the wool off an industry that promises much but only a small percentage can achieve. Told in an entertaining and concise manner, Douglas manages to reveal much in an everchanging world. This is not a "how-to" book, rather one that illuminates the vast expanses of creative content now available to the masses, and how we as content creators can access and...well... create! I highly recommend this as a primer for those interested in entering the world of television - both traditional and non-traditional - for those interested in understanding what makes these networks tick, and how to navigate the waters of this very complex industry. I also recommend it for those who have spent their lives creating traditional content so that they can expand their world.

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