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Hulu Deal

**United States. Congress. Senate.
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On-Demand Culture Chuck Tryon, 2013-07-18 The movie industry is changing rapidly due in part to the adoption of digital technologies Distributors now send films to theaters electronically Consumers can purchase or rent movies instantly online and then watch them on their high definition televisions their laptops or even their cell phones Meanwhile social media technologies allow independent filmmakers to raise money and sell their movies directly to the public All of these changes contribute to an on demand culture a shift that is radically altering film culture and contributing to a much more personalized viewing experience Chuck Tryon offers a compelling introduction to a world in which movies have become digital files He navigates the complexities of digital delivery to show how new modes of access online streaming services like YouTube or Netflix digital downloads at iTunes the popular Redbox DVD kiosks in grocery stores and movie theaters offering digital projection of such 3 D movies as Avatar are redefining how audiences obtain and consume motion picture entertainment Tryon also tracks the reinvention of independent movies and film festivals by enterprising artists who have built their own fundraising and distribution models online Unique in its focus on the effects of digital technologies on movie distribution On Demand Culture offers a corrective to address the rapid changes in the film industry now that movies are available at the click of a button

The Deal , 2010-07 From Networks to Netflix Derek Johnson, 2022-07-26 Now in a second edition this textbook surveys the channels platforms and programming through which television distribution operates with a diverse selection of contributors providing thorough explorations of global media industries in flux Even as legacy media industries experience significant disruption in the face of streaming and online delivery the power of the television channel persists Far from disappearing television channels have multiplied and adapted to meet the needs of old and new industry players alike Television viewers now navigate complex choices among broadcast cable and streaming services across a host of different devices From Networks to Netflix guides students instructors and scholars through that complex and transformed channel landscape to reveal how these industry changes unfold and why they matter This second edition features new players like Disney HBO Max Crunchyroll Hotstar and more increasing attention to TV services across the world An ideal resource for students and scholars of media criticism media theory and media industries this book continues to offer a concrete tangible way to grasp the foundations of television and television studies even as they continue to be rewritten

The Comcast/NBC Universal Merger United States. Congress. Senate. Committee on the Judiciary. Subcommittee on Antitrust, Competition Policy, and Consumer Rights, 2011 *The CW Comes of Age* Ashley Lynn Carlson, Lisa K. Perdigao, 2022-03-28 Often overlooked in the history of broadcast television The CW became a top rated cable network in primetime during the mid 2000s at a moment when many critics predicted the death of the medium Launched as a joint venture and successor to The WB and UPN The CW focused programming on an 18 to 34 year old predominantly female audience and soon won over viewers with shows like Gossip Girl Jane the Virgin and the DC Arrowverse franchise

Nimble adapting to the streaming services era the network has strengthened new series development and its innovative distribution system This collection of new essays examines The CW's business model marketing strategies and most popular series *Crossmedia - wer bleibt auf der Strecke?* Ralf Hohlfeld, 2010 **Hollywood Dealmaking** Dina Appleton, Daniel Yankelevits, 2018-07-17 I wish I could have had this book when I was starting out in the business An invaluable reference work Alan Poul producer *Westworld* The legal resources of studios and networks are legendary often intimidating independent producers writers actors directors agents and others as they try to navigate through the maze of legal details This invaluable reference presents the interests of talent as well as the point of view of creative executives producers entertainment attorneys agents and managers and major guilds making clear the role that each plays in the dealmaking process Readers will find expert insights to talent and production deals for television feature film video and the Internet as well as an in depth overview of net profits and other forms of contingent compensation *Hollywood Dealmaking Third Edition* also addresses digital and new platforms changes resulting from new union agreements and the evolution in feature film back end profit participation deals In addition this comprehensive guide includes Explanations of employment deals Details of rights acquisition Basics of copyright law Sample contracts and forms Glossary of industry lingo and terminology And much more Peppered with facts on the deals of superstar players and with summaries in each section to clarify complex legal issues *Hollywood Dealmaking Third Edition* is an essential resource for industry novices and veterans alike who want to sharpen their negotiation skills and finalize the deals they have been seeking *The Business of Media Distribution* Jeff Ulin, 2013-10-15 First published in 2013 Routledge is an imprint of Taylor Francis an informa company *FCC Record* United States. Federal Communications Commission, 2016 *Social TV* Mike Proulx, Stacey Shepatin, 2012-01-26 The Internet didn't kill TV It has become its best friend Americans are watching more television than ever before and we're engaging online at the same time we're tuning in Social media has created a new and powerful backchannel fueling the renaissance of live broadcasts Mobile and tablet devices allow us to watch and experience television whenever and wherever we want And connected TVs blend web and television content into a unified big screen experience bringing us back into our living rooms *Social TV* examines the changing and complex television landscape and helps brands navigate its many emerging and exciting marketing and advertising opportunities *Social TV* topics include Leveraging the second screen to drive synched and deeper brand engagement Using social ratings analytics tools to find and target lean forward audiences Aligning brand messaging to content as it travels time shifted across devices Determining the best strategy to approach marketing via connected TVs Employing addressable TV advertising to maximize content relevancy Testing and learning from the most cutting edge emerging TV innovations The rise of one technology doesn't always mean the end of another Discover how this convergence has created new marketing opportunities for your brand **The Business of Television** Ken Basin, 2024-09-19 In this expanded and updated second edition esteemed television executive and Harvard lecturer Ken Basin

offers a comprehensive and readable overview of the business financial and legal structure of the U S television industry as well as its deal making norms The Business of Television explores the basic structure and recent history of the television and streaming business rights and talent negotiations intellectual property backend deals licensing international production and much more This expanded and updated second edition also features an in depth exploration of the evolution of the streaming business offers valuable new insights about negotiation reflects the historic impacts of the 2020 Covid 19 pandemic and 2023 WGA and SAG AFTRA strikes addresses the intersection of artificial intelligence technology and intellectual property law and provides a greater breadth and depth of technical material about a wide variety of common television deals The book also includes breakdowns after each chapter summarizing major deal terms and points of negotiation a significantly expanded glossary an extensive list of referenced articles and cases and a wealth of real world examples to help readers put the material into context Written for a diverse audience of working or aspiring creative professionals executives agents managers lawyers and students The Business of Television is the definitive reference guide for the ever changing television industry

The Platform Delusion Jonathan A. Knee, 2021-09-07 An investment banker and professor explains what really drives success in the tech economy Many think that they understand the secrets to the success of the biggest tech companies Facebook Amazon Apple Netflix and Google It s the platform economy or network effects or some other magical power that makes their ultimate world domination inevitable Investment banker and professor Jonathan Knee argues that the truth is much more complicated but entrepreneurs and investors can understand what makes the giants work and learn the keys to lasting success in the digital economy Knee explains what really makes the biggest tech companies work a surprisingly disparate portfolio of structural advantages buttressed by shrewd acquisitions strong management lax regulation and often encouraging the myth that they are invincible to discourage competitors By offering fresh insights into the true sources of strength and very real vulnerabilities of these companies The Platform Delusion shows how investors existing businesses and startups might value them compete with them and imitate them The Platform Delusion demystifies the success of the biggest digital companies in sectors from retail to media to software to hardware offering readers what those companies don t want everyone else to know Knee s insights are invaluable for entrepreneurs and investors in digital businesses seeking to understand what drives resilience and profitability for the long term

Business Model Innovation Allan Afuah, 2014-03-26 Rooted in strategic management research Business Model Innovation explores the concepts tools and techniques that enable organizations to gain and or maintain a competitive advantage in the face of technological innovation globalization and an increasingly knowledge intensive economy The book investigates how organizations can use innovations in business models to take advantage of entrepreneurial opportunities from Crowdsourcing and open innovation Long Tails Social media Disruptive technologies Less is more innovations Network effects Scarcity of complementary capabilities The book also looks at the ways firms can use innovations in business models to exploit or defend against threats With twelve supplementary

cases to help readers apply the concepts and techniques this book is a must have for anyone looking to understand the fundamentals of business model innovation

Platform Power and Policy in Transforming Television Markets Tom Evens, Karen Donders, 2018-04-04 This book seeks to investigate platform power in the multi platform era and unravels the evolution of power structures in the TV industry as a result of platformisation Multiple TV platforms and modes of distribution are competing not necessarily in a zero sum game to control the market In the volume the contributors work to extend established platform theory to the TV industry which has become increasingly organised as a platform economy The book helps to understand how platform power arises in the industry how it destabilises international relations and how it is used in the global media value chain Platform Power and Policy in Transforming Television Markets contributes to the growing field of media industry studies and draws on scholarly work in communication political economy and public policy whilst providing a deeper insight into the transformation of the TV industry from an economic political and consumer level Avoiding a merely legal analysis from a technology driven perspective the book provides a critical analysis of the dominant modes of power within the evolving structures of the global TV value chain *Law of the Internet* F. Lawrence Street, 2009

Adweek , 2009-10 Screen Distribution and the New King Kongs of the Online World Stuart Cunningham, Jon Silver, 2013-07-19 Drawing on comparisons with historical shake ups in the film industry Screen Distribution Post Hollywood offers a timely account of the changes brought about in global online distribution of film and television by major new players such as Google YouTube Apple Amazon Yahoo Facebook Netflix and Hulu Law of the Internet, 4th Edition Delta & Matsuura, 2017-01-01 Law of the Internet Fourth Edition is a two volume up to date legal resource covering electronic commerce and online contracts privacy and network security intellectual property and online content management secure electronic transactions cryptography and digital signatures protecting intellectual property online through link licenses frame control and other methods online financial services and securities transactions antitrust and other liability The Law of the Internet Fourth Edition quickly and easily gives you everything you need to provide expert counsel on Privacy laws and the Internet Ensuring secure electronic transactions cryptography and digital signatures Protecting intellectual property online patents trademarks and copyright Electronic commerce and contracting Online financial services and electronic payments Antitrust issues including pricing bundling and tying Internal network security Taxation of electronic commerce Jurisdiction in Cyberspace Defamation and the Internet Obscene and indecent materials on the Internet Regulation of Internet access and interoperability The authors George B Delta and Jeffrey H Matsuura two Internet legal experts who advise America s top high tech companies demonstrate exactly how courts legislators and treaties expand traditional law into the new context of the Internet and its commercial applications with all the citations you ll need The Law of the Internet also brings you up to date on all of the recent legal commercial and technical issues surrounding the Internet and provides you with the knowledge to thrive in the digital marketplace Special features of this two volume resource include timesaving

checklists and references to online resources The Emergence of Online Video United States. Congress. Senate.
Committee on Commerce, Science, and Transportation,2014 *Windows Programming* Mr. Rohit Manglik,2024-02-14
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Unveiling the Magic of Words: A Review of "**Hulu Deal**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**Hulu Deal**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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