

BLOCKBUSTERS

HIT-MAKING, RISK-TAKING, AND THE BIG BUSINESS OF ENTERTAINMENT

ANITA ELBERSE

Blockbusters Hit Making Risk Taking And The Big Business Of Entertainment

Olli Sotamaa, Jan Svelch



Blockbusters Hit Making Risk Taking And The Big Business Of Entertainment:

Blockbusters Anita Elberse, 2014-01-16 What is behind the phenomenal success of entertainment businesses such as Warner Bros Marvel Enterprises and Manchester United along with such stars as Jay Z and Lady Gaga Which strategies give leaders in film television music publishing and sports an edge over their rivals Anita Elberse Harvard Business School s expert on the entertainment industry has done pioneering research on the worlds of media and sports for more than a decade Now in this groundbreaking book she explains a powerful truth about the fiercely competitive world of entertainment building a business around blockbuster products the movies television shows songs and books that are hugely expensive to produce and market is the surest path to long term success Along the way she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster why superstars are paid unimaginable sums and how digital technologies are transforming the entertainment landscape Full of inside stories emerging from her unprecedented access to some of the world s most successful entertainment brands *Blockbusters* is destined to become required reading for anyone seeking to understand how the entertainment industry really works and how to navigate today s high stakes business world at large Convincing Elberse s *Blockbusters* builds on her already impressive academic r sum to create an accessible and entertaining book *Financial Times*

Hyperconnectivity and Its Discontents Rogers Brubaker, 2022-11-14 Digital hyperconnectivity is a defining fact of our time The Silicon Valley dream of universal connection the dream of connecting everyone and everything to everyone and everything else everywhere and all the time is rapidly becoming a reality In this wide ranging and sharply argued book Rogers Brubaker develops an original interpretive account of the pervasive and unsettling changes brought about by hyperconnectivity He traces transformations of the self social relations culture economics and politics giving special attention to underexplored themes of abundance miniaturization convenience quantification and discipline He shows how hyperconnectivity prepared us for the pandemic and how the pandemic in turn has prepared us for an even more fully digitally mediated future Throughout Brubaker underscores the ambivalence of digital hyperconnectivity which opens up many new and exciting possibilities yet at the same time threatens human freedom and flourishing *Hyperconnectivity and Its Discontents* will be essential reading for everyone interested in the constellation of socio technical forces that are profoundly remaking our world

Asian Cultural Flows Nobuko Kawashima, Hye-Kyung Lee, 2018-10-10 This book investigates economic political and cultural conditions that have led to transnational flows of culture in Asia Coverage also looks at the consequences of an increasingly interconnected Asian regional culture as well as policy makers and cultural industries response to it The book features essays written by researchers from different countries in Asia and beyond with diverse disciplinary backgrounds The volume also contains engaging examples and cases with comparative perspectives The contributors provide readers with grounded analysis in the organizational and economic logics of Asian creative industries national cultural policies that promote or hinder cultural flows and the media convergence and

online consumers surging demand for Asianized cultural products Such insights are of crucial importance for a better understanding of the dynamics of transnational cultural flows in contemporary Asia In addition the essays aim to de westernize the study of cultural and creative industries which draws predominantly on cases in the United States and Europe The contributors focus instead on regional dynamics of the development of these industries The popularity of J Pop and K Pop in East and Southeast Asia and beyond is now well known but less is known about how this happened This volume offers readers theoretical tools that will help them to make better sense of those exciting phenomena and other rising cultural flows within Asia and their relevance to the global cultural economy

Television Drama in the Age of Streaming

Vilde Schanke Sundet, 2021-04-02 This book examines television drama in the age of streaming a time when television has been reshaped for national and international consumption via both linear flow and on demand user modes It builds on an in depth study of the Norwegian public service broadcaster NRK and some of its game changing drama productions Lilyhammer SKAM blank The book portrays the formative first decade of television streaming 2010 2019 how new streaming services and incumbent television providers intersect and act in a new drama landscape and how streaming impacts existing television production cultures publishing models and industry audience relations The analysis draws on insight gained through more than a hundred interviews with television experts and fans hundreds of hours of observations and unique access to industry conferences meetings working documents and ratings The book combines perspectives from production studies media industry studies and fan studies to inform its analysis

Danish Television Drama Anne Marit Waade, Eva Novrup

Redvall, Pia Majbritt Jensen, 2020-08-04 This book explores how to understand the international appeal of Danish television drama and Nordic Noir in the 2010s Focusing on production and distribution as well as the series and their reception the chapters analyse how this small nation production culture was suddenly regarded as an example of best practice in the international television industries and how the distribution and branding of particular series such as Forbrydelsen The Killing Borgen and Bron The Bridge led to dedicated audiences around the world Discussing issues such as cultural proximity transnationalism and glocalisation the chapters investigate the complex interplays between the national and international in the television industries and the global lessons learned from the way in which screen ideas production frameworks and public service content from Denmark suddenly managed to travel widely The book builds on extensive empirical material and case studies conducted as part of the transnational research project What Makes Danish Television Drama Travel

Streaming, Sharing, Stealing Michael D. Smith, Rahul Telang, 2017-08-25 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

Artist Management for the Music Business Paul Allen, 2014-07-17 With the evolution of the music business and the shifting influence of large record labels the artist manager is now more than ever at the center of an artist's career Artist managers are tasked with keeping abreast of the music industry and supporting the artists under their management while simultaneously managing their own careers Including key industry insights exclusive planning guidance management tools and strategies for a successful career Artist Management for the Music Business has the tools to support any new or experienced artist manager Through its analysis of over a dozen case studies lessons and contract examples author Paul Allen provides a focused look at managing artists careers This follow up to the best selling second edition features a new chapter on entrepreneurship including detailed information on how to run an artist management enterprise as a business and includes coverage of anticipating risks reacting to challenges and basic money management The chapter also contains additional sections on the effective use of social media the Web and handling online promotion For additional resources visit the book's website at www.artistmanagementonline.com

International Cases in the Business of Sport Simon Chadwick, Dave Arthur, John Beech, 2017-02-28 Contemporary sport is big business Major teams leagues franchises merchandisers and retailers are in fierce competition in a dynamic global marketplace Now in a fully revised and updated second edition *International Cases in the Business of Sport* presents an unparalleled range of cutting edge case studies that show how contemporary sport business is done and provides insight into commercial management practice Written by a team of international experts these case studies cover organisations and events as diverse as the NBA the Americas Cup the Tour de France the PGA tour FC Barcelona and the Australian Open tennis They explore key contemporary themes in sport business and management such as broadcast rights social media strategic development ownership models mega events

sports retailing globalisation corruption and financial problems Each case study also includes discussion questions recommended reading and links to useful web resources International Cases in the Business of Sport is an essential companion to any sport business or sport management course and fascinating reading for any sport business professional looking to deepen their understanding of contemporary management

Gatekeeping in the Evolving Business of Independent Film Distribution Roderik Smits, 2019-07-09 This book is about the business of distribution around which the international film business revolves Considering sales agents and distributors as primary gatekeepers the book examines the networks in which they operate how they operate how their practices have evolved and the power and control they exert over the business of independent film distribution Critically it also considers how they are affected by the powerful influence of Netflix and Amazon in the online era At a time of disruption and change to traditional business models and industry professions Roderik Smits argues that gatekeepers remain equally if not more crucial to the distribution and circulation of films in international markets

Creative (and Cultural) Industry Entrepreneurship in the 21st Century Inge Hill, Sara R. S. T. A. Elias, Stephen Dobson, Paul Jones, 2023-12-08 Both volumes of Creative and Cultural Industry Entrepreneurship in the 21st Century map and elucidate the adaptations and challenges faced by the creative professionals and the entrepreneurial solutions they have co developed

Independent Filmmaking and Digital Convergence Vladan Nikolic, 2016-12-01 Independent Filmmaking and Digital Convergence Transmedia and Beyond offers a comprehensive analysis of the technological changes of the past few decades in independent film and media making and explores new strategies and practices in media production exhibition and distribution for independent producers and content creators The book examines how independent filmmaking concepts have merged with digital and online technologies to create new hybrid multi platform content creations It explores key questions like how to reach an audience at a time when media conglomerates and their products dominate the market and simultaneously there is an overabundance of content competing for viewer time The book investigates what kind of stories we tell and why how the audience has changed and what their expectations are what the various niche markets are for independent producers and creators in new media and new models for media financing and distribution The content found in this book Bridges the gap between professional media makers and amateurs by focusing on new and emerging media models and practices Provides a holistic view of the new media landscape and practical advice on producing content in the new multi platform media environment Demonstrates how to create financially sustainable models for independent producers and creators in a shifting and unstable environment providing many challenges but also opportunities for independents The author's website <http://www.filmconvergence.com> supports this book with case studies news and updates

The Music Business and Digital Impacts Daniel Nordgård, 2018-09-28 This book provides rare insights into the difficult and complex dialogues between stakeholders within and outside the music industries in a time of transition It builds on a series of recorded meetings in which key stakeholders discuss and assess options and

considerations for the music industries transition to a digital era These talks were closed to the public and operated under the Chatham House Rule which means that they involved a very different type of discussion from those held in public settings panels or conferences As such the book offers a much more nuanced understanding of the industries difficulties in adjusting to changing conditions demonstrating the internal power struggles and differences that make digital change so difficult After presenting a theoretical framework for assessing digital change in the music industries the author then provides his research findings including quotes from the Kristiansand Roundtable Conference Following from these findings he develops three critical concepts that explain the nature as well as the problems of the music industries adaptation process In conclusion he challenges the general definition of crisis in the music industries and contradicts the widely held view that digitalization is a case of vertical integration

Handbook of Media and Communication Economics Jan Krone,Tassilo

Pellegrini,2024-10-28 This handbook maps the media economy in its entirety against the background of the advancing digitalization of communication media production media distribution and the adaptation of regulatory framework conditions from different disciplinary approaches It provides an integrated view on digitally induced economic transformations of the European media sector and gives an explicitly European perspective on media economics challenging the dominant US American view Topics covered include but are not limited to Theoretical approaches to media economics media technologies and data management in media economics building blocks of the media industry media types and core distribution markets system aspects and communication culture media systems and regulatory policy as well as methods of media economics The handbook is a must read for students teachers and researchers in media and communication economics and science as well as as practitioners and policy makers at the nexus of media business and politics

Technology and Oligopoly Capitalism

Luis Suarez-Villa,2023-04-14 Technology and Oligopoly Capitalism is a major contribution to our understanding of how technology oligopolies are shaping America s social economic and political reality Technology oligopolies are the most powerful socioeconomic entities in America From cradle to grave the decisions they make affect the most intimate aspects of our lives how we work what we eat our health how we communicate what we know and believe whom we elect and how we relate to one another and to nature Their power over markets trade regulation and most every aspect of our governance is more intrusive and farther reaching than ever They benefit from tax breaks government guarantees and bailouts that we must pay for and have no control over Their accumulation of capital creates immense wealth for a minuscule elite deepening disparities while politics and governance become ever more subservient to their power They determine our skills and transform employment through the tools and services they create as no other organizations can They produce a vast array of goods and services with labor marketing and research that are more intrusively controlled than ever as workplace rights and job security are curtailed or disappear Our consumption of their products and their capacity to promote wants is deep and far reaching while the waste they generate raises concerns about the survival of life on our planet And their links to geopolitics

and the martial domain are stronger than ever as they influence how warfare is waged and who will be vanquished Technology and Oligopoly Capitalism s critical multidisciplinary perspective provides a systemic vision of how oligopolistic power shapes these forces and phenomena An inclusive approach spans the spectrum of technology oligopolies and the ways in which they deploy their power Numerous previously unpublished ideas expand the repertory of established work on the topics covered advancing explanatory quality to elucidate how and why technology oligopolies operate as they do the dysfunctions that accompany their power and their effects on society and nature This book has no peers in the literature in its scope the unprecedented amount and diversity of documentation the breadth of concepts and the vast number of examples it provides Its premises deserve to be taken into account by every student researcher policymaker and author interested in the socioeconomic and political dimensions of technology in America **Game Production Studies** Olli

Sotamaa,Jan Svelch,2025-10-01 Video games have entered the cultural mainstream and now rival established forms of entertainment such as film or television in terms of economic profits As careers in video game development become more common so do the stories about precarious working conditions and structural inequalities within the industry In Game Production Studies an international group of researchers takes a closer look at the everyday realities of video game production ranging from commercial studios to independent creators Across sixteen chapters the authors deal with issues related to labour production routines or monetization as well as local specificities As the first edited collection dedicated solely to video game production this volume provides a timely resource for anyone interested in how games are made and at what cost The contributors present case studies from Canada China Finland France Germany Poland and the US among other countries Considering how fast the video game production networks are evolving the collection provides both timely discussion of new trends and phenomena such as boutique publishers in game monetization regulation or game jam natives and also historical probes into particular industries which address the wider socio historical context of these changes

Handbook of Entrepreneurship and Marketing Ian Fillis,Nick Telford,2020-07-31 This timely and incisive Handbook provides critical contemporary insights into the theory and practice of entrepreneurship and marketing in the twenty first century Bringing together rich and varied contributions from prominent international researchers it offers a reflective synthesis of scholarship at the interface between marketing and entrepreneurship *Love in the Time of Self-Publishing* Christine M. Larson,2025-09-16 Lessons in creative labor solidarity and inclusion under precarious economic conditions As writers musicians online content creators and other independent workers fight for better labor terms romance authors offer a powerful example and a cautionary tale about self organization and mutual aid in the digital economy In Love in the Time of Self Publishing Christine Larson traces the forty year history of Romancelandia a sprawling network of romance authors readers editors and others who formed a unique community based on openness and collective support Empowered by solidarity American romance writers once disparaged literary outcasts became digital publishing s most innovative and

successful authors Meanwhile a new surge of social media activism called attention to Romancelandia's historic exclusion of romance authors of color and LGBTQ writers forcing a long overdue cultural reckoning Drawing on the largest known survey of any literary genre as well as interviews and archival research Larson shows how romance writers became the only authors in America to make money from the rise of ebooks increasing their median income by 73 percent while other authors plunged by 40 percent The success of romance writers Larson argues demonstrates the power of alternative forms of organizing influenced by gendered working patterns It also shows how networks of relationships can amplify or mute certain voices Romancelandia's experience Larson says offers crucial lessons about solidarity for creators and other isolated workers in an increasingly risky employment world Romancelandia's rise and near meltdown shows that gaining fair treatment from platforms depends on creator solidarity but creator solidarity in turn depends on fair treatment of all members

The Oxford Handbook of Consumption Frederick F. Wherry, Ian Woodward (Sociologist), 2019 The Oxford Handbook of Consumption examines the most pressing questions addressed by consumption studies scholars today The volume counteracts the tendency towards disciplinary myopia as it engages scholars from around the world drawing on sociology anthropology psychology history and consumption studies The volume's thirty one chapters are organized around six themes facilitating cross disciplinary exploration

Research Handbook on the Economics of Intellectual Property Law Ben Depoorter, Peter Menell, David Schwartz, 2019 Both law and economics and intellectual property law have expanded dramatically in tandem over recent decades This field defining two volume Handbook featuring the leading legal empirical and law and economics scholars studying intellectual property rights provides wide ranging and in depth analysis both of the economic theory underpinning intellectual property law and the use of analytical methods to study it

Communication Research into the Digital Society Theo Araujo, Peter Neijens, 2025-10-01 Media and communication have become ubiquitous in today's societies and affect all aspects of life On an individual level they impact how we learn about the world how we entertain ourselves and how we interact with others On an organisational level the interactions between media and organisations such as political parties NGOs businesses and brands shape organisations reputation legitimacy trust and financial performance as well as individuals consumer political social and health behaviours At the societal level media and communication are crucial for shaping public opinion on current issues such as climate change sustainability diversity and well being Media challenges are widespread and include mis and disinformation the negative impact of algorithms on our information diets challenges to our privacy cyberbullying media addiction and unwanted persuasion among many others All this makes the study of media and communication crucial This book provides a broad overview of the ways in which people create use and experience their media environment and the role of media and communication for individuals organisations and society The chapters in the book were written by researchers from the Amsterdam School of Communication Research ASCoR on the occasion of its 25th anniversary ASCoR is today the largest research institute of its kind in Europe and has

developed over the past 25 years into one of the best communications research institutes in the world Cutting edge research on the digital society concise broad and thorough at the same time internationally renowned authors

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