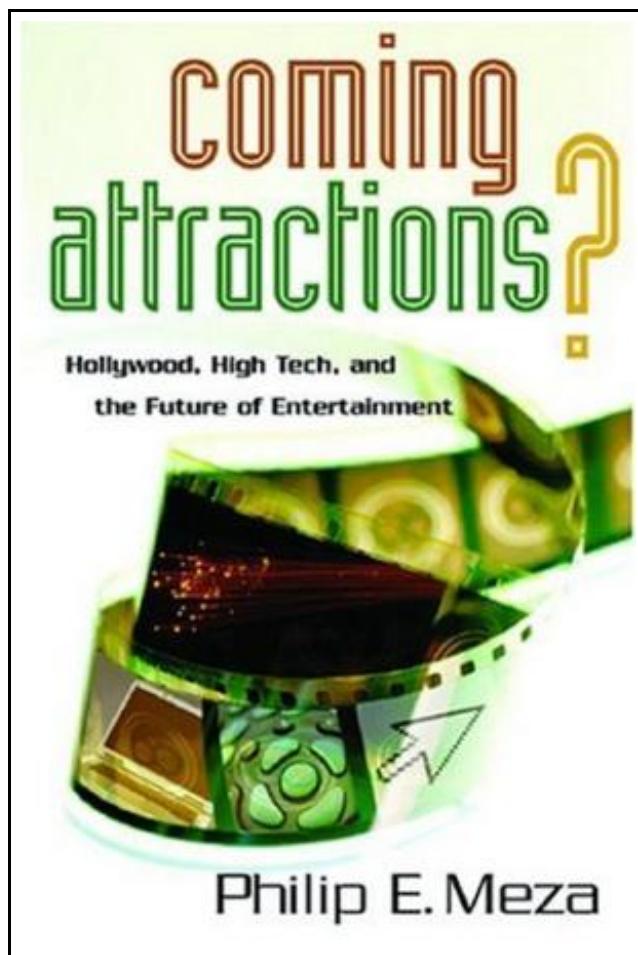


Coming Attractions?: Hollywood, High Tech, and the Future of Entertainment



Filesize: 5.62 MB

Reviews

The publication is fantastic and great. It can be rally exciting throgh reading period of time. I am just very happy to inform you that this is the greatest publication i actually have read in my very own daily life and could be he very best ebook for at any time.
(Prof. Alvis Wuckert)

COMING ATTRACTIONS?: HOLLYWOOD, HIGH TECH, AND THE FUTURE OF ENTERTAINMENT

[DOWNLOAD](#)

Stanford University Press. Hardback. Book Condition: new. BRAND NEW, Coming Attractions?: Hollywood, High Tech, and the Future of Entertainment, Philip E. Meza, Hollywood and Silicon Valley have long been uncomfortable bedfellows. Out of fear of pirating and lost profits, entertainment companies have historically resisted technological changes. Conversely, high-tech companies, more concerned with technological progress, have largely ignored the needs of the entertainment industry. Nevertheless, those products that we now take for granted, such as DVDs, MP3 players, and the Internet, are all due to the synergy of technology and entertainment. The switch to digital and web formats for entertainment represents huge potential market opportunities for both Hollywood and Silicon Valley. It has opened up new possibilities for entertainment and expanded the way content is created, distributed and consumed. Consider the phenomenon of YouTube and its wildly popular user-created content, or the ability to download movies and TV shows from sites such as iTunes and watch them on your iPod or computer, anytime and anywhere. The dual forces of consumer demand and rapidly changing content distribution are combining in new ways to create changes that will strike at the very foundations of the entertainment and technology industries. Depending upon how entertainment and technology companies respond, these changes can help them prosper or put them out of business. Media companies will have to become more like technology companies; and technology companies will need to change too. Because content creation, distribution and consumption are ever more tightly linked, Hollywood will need to understand what's happening in Silicon Valley and vice versa; changes in one industry will reverberate through the other. Some companies such as AOL and Time Warner have tried and failed (at least so far) to harness these forces, while a few companies such as Disney, Intel, and Google have recently taken...



[Read Coming Attractions?: Hollywood, High Tech, and the Future of Entertainment Online](#)



[Download PDF Coming Attractions?: Hollywood, High Tech, and the Future of Entertainment](#)

Relevant Kindle Books



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying—including cyberbullying—arms parents...

[Download Book »](#)



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the...

[Download Book »](#)



Joey Green's Rainy Day Magic: 1258 Fun, Simple Projects to Do with Kids Using Brand-name Products

Fair Winds Press, 2006. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by...

[Download Book »](#)



Your Planet Needs You!: A Kid's Guide to Going Green

Macmillan Children's Books, 2009. Paperback. Book Condition: New. Rapidly dispatched worldwide from our clean, automated UK warehouse within 1-2 working days.

[Download Book »](#)



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

[Download Book »](#)