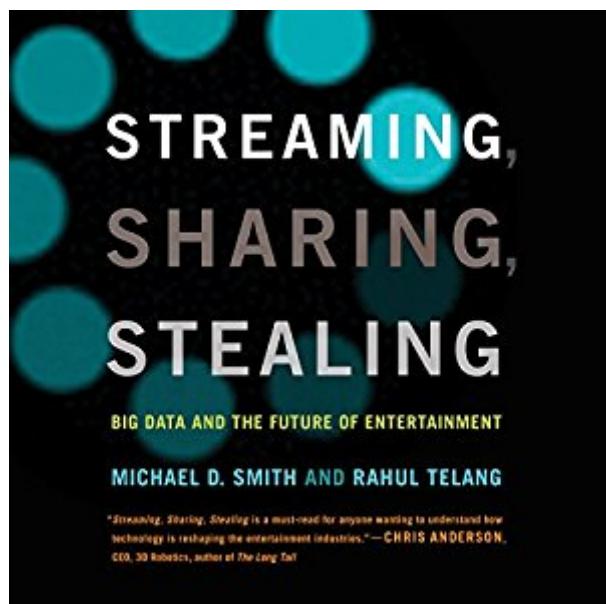


The book was found

# Streaming, Sharing, Stealing: Big Data And The Future Of Entertainment



## Synopsis

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 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.

## Book Information

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## Customer Reviews

The book provided some decent anecdotes about changes in industries towards platforms based on big data but it felt like none of the ideas were revelatory and therefore few if any of the content I

think will stick with me long-term

Data will drive much of the entertainment industry of the future. Customer driven content is a great idea, but it's always more fun to be surprised. The old studio "Gut Feeling" will always produce the real block buster.

Great and easy read for anyone that is interested in the impact of technology on the world of entertainment! Highly recommended!

Very readable and informative assessment of the media industry.

A very informative and compelling story, which exceptionally captures how the Internet and today's subscription-based Streaming Services have disrupted the Entertainment industry.

Great book, especially for those interested in digital transformation and the impact of technology in the media space.

Everyone has an opinion about the future of entertainment. But there aren't too many people whose opinions come backed by decades of consistently interesting and award-winning scientific research. Smith and Telang, both pre-eminent scholars of the economics of digital entertainment, have written a fascinating and very readable book about an industry that touches us all. From the opening vignette about the making of *House of Cards*, through the discussions of long tail economics, the ascendance of iTunes and shifting nature of market power, to the realization that using big data isn't necessarily at odds with the creative process, the ideas in the book are presented with refreshing clarity. The writing is delightfully jargon-light, packed with examples that bring the science that it's based on to life. Highly recommended to any intelligent reader who wants insight into the future of entertainment. (And there's plenty of incisive and subtle analysis in here for any entertainment executive looking for a deeper dive into the forces changing their industry.)

Incredibly insightful book

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