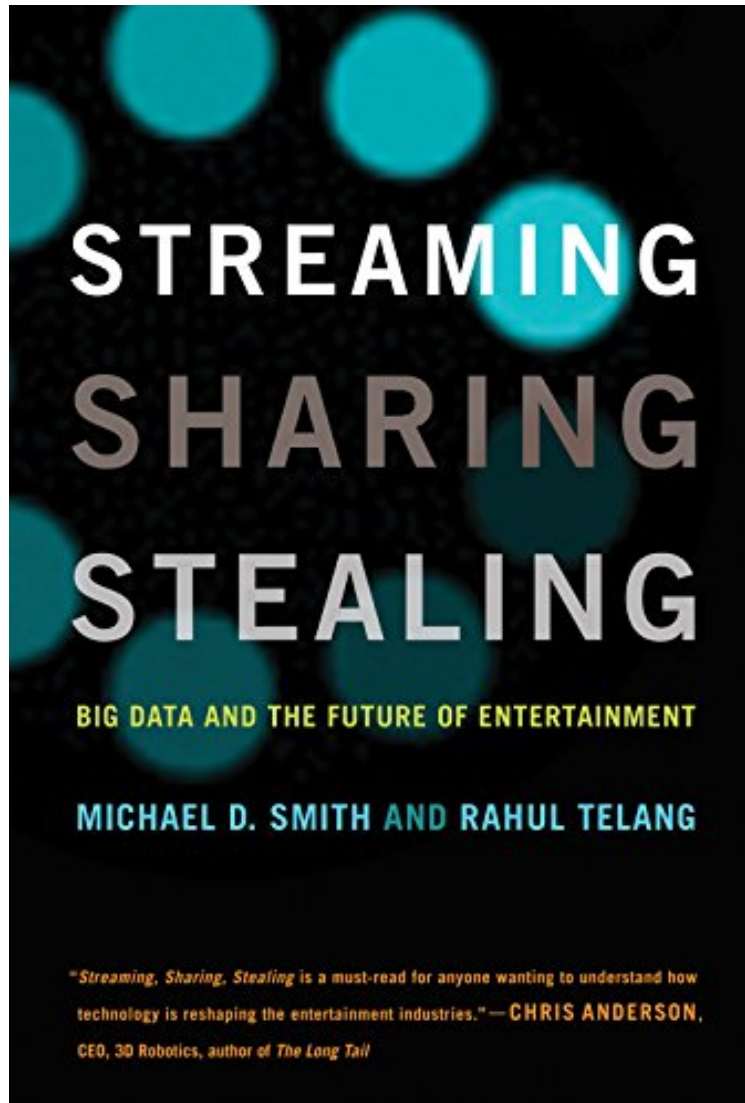


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Streaming, Sharing, Stealing: Big Data and the Future of Entertainment (MIT Press)

Michael D. Smith, Rahul Telang
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Michael D. Smith, Rahul Telang : Streaming, Sharing, Stealing: Big Data and the Future of Entertainment (MIT Press) before purchasing it in order to gage whether or not it would be worth my time, and all praised Streaming, Sharing, Stealing: Big Data and the Future of Entertainment (MIT Press):

0 of 0 people found the following review helpful. Decent anecdotesBy nathan countsThe 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-term1 of 1 people found the following review helpful. Great introduction to the world of data driven entertainment.By Richard MitchellData 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. 1 of 1 people found the following review helpful. Great and easy read for anyone that is interested in ...By CustomerGreat and easy read for anyone that is interested in the impact of technology on the world of entertainment! Highly recommended!

"[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.

Streaming, Sharing, Stealing is a must-read for anyone wanting to understand how technology is reshaping the entertainment industries. (Chris Anderson, CEO, 3D Robotics, author of The Long Tail) Smith and Telang have long been recognized as leading experts on the economics of the entertainment industry. Now they have distilled their findings from a decade of research about how the Internet is disrupting entertainment into a readable, authoritative, and insightful book. Anyone who wants to understand the uneasy relationship between tech and entertainment should read this book. (Hal Varian, Chief Economist, Google) This book should spark a revolution of evidence-based decision making across the entertainment industries. (David Boyle, EVP Insight at BBC Worldwide; formerly with HarperCollins and EMI Music) Smith and Telang are at the forefront of data analytics in the entertainment industry, and have produced a clear-eyed explanation of why big data are changing the industry, and how firms can use data analytics to profit from this change. (Matt Geiser, CTO, Legendary Pictures) Streaming, Sharing, Stealing identifies the many ways technology is changing the entertainment business, and how these changes are shifting the foundations of our industry. If you work in publishing, music, or film, you need to read this book. (Ruth Vitale, CEO, CreativeFuture) Streaming, Sharing, Stealing examines the rise of data-driven marketing and the ability of artists to control content creation and distribution, which is completely disrupting entertainment industry norms. A must-read for any content creator. (David A. Bossert, producer and creative director at The Walt Disney Studios) [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) About the Author Michael D. Smith is Professor of Information Systems and Marketing at Carnegie Mellon University's Heinz College. He is Codirector (with Rahul Telang) of the Initiative for Digital Entertainment Analytics (IDEA) at Carnegie Mellon. Rahul Telang is Professor of Information Systems and Management at Carnegie Mellon University's Heinz College. He is Codirector (with Michael D. Smith) of the Initiative for Digital Entertainment Analytics (IDEA) at Carnegie Mellon.