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This is a "must read" for C-level executives in organizations that are currently ignoring or underutilizing what Big Data can help them to accomplish in terms of profitability, of course, but also sustainable relationships with customers as well as with highly-valued employees. Streaming, Sharing, Stealing is a brilliant achievement.

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Streaming, Sharing, Stealing: Big Data and the Future of Entertainment. Streaming, Sharing, Stealing. : Michael D. Smith, Rahul Telang. MIT Press, Aug 5, 2016 - Business & Economics - 215 pages. 0...

**Streaming, Sharing, Stealing: Big Data and the Future of ...**

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.

**Streaming, Sharing, Stealing | The MIT Press**

This item: Streaming, Sharing, Stealing: Big Data and the Future of Entertainment (The MIT Press) by Michael D. Smith Hardcover \$9.99. Only 18 left in stock - order soon. Ships from and sold by Amazon.com. Spotify Teardown: Inside the Black Box of Streaming Music (The MIT Press) by Maria Eriksson Paperback \$14.69.

**Streaming, Sharing, Stealing | The MIT Press**

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.

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So much to read, so little time? This brief overview of Streaming, Sharing, Stealing tells you what you need to know—before or after you read Michael D. Smith's and Rahul Telang's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of Michael D. Smith and Rahul Telang's Streaming, Sharing, Stealing includes: Historical context Chapter-by-chapter summaries Character profiles Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About Streaming, Sharing, Stealing by Michael D. Smith and Rahul Telang: There is a new world order in the entertainment industry. Digital technology has contributed to an explosion of content in the entertainment business as Netflix, Amazon, and Apple upend traditional entertainment, changing the way in which television, film, music, and books are made and consumed. In Streaming, Sharing, Stealing: Big Data and the Future of Entertainment, authors Smith and Telang document this massive change and demonstrate conclusively that making data-driven decisions and understanding customer behavior are the keys to the new marketplace. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

In 2016, Netflix—with an already enormous footprint in the United States—expanded its online streaming video service to 130 new countries, adding more than 12 million subscribers in nine months and bringing its total to 87 million. The effectiveness of Netflix's content management lies in its ability to appeal to a vastly disparate global viewership without a unified cache of content. Instead, the company invests in buying or developing myriad programming and uses sophisticated algorithms to "narrowcast" to micro-targeted audience groups. In this collection of new essays, contributors explore how Netflix has become a cultural institution and transformed the way we consume popular media.

Awakening is the definitive account of the music industry in the digital era. It tells the inside story of how the music business grappled with the emergence of an entirely new digital economy with exclusive interviews with the people who shaped today's industry. Mulligan's gripping narrative switches between the seismic market trends to the highly personal accounts of artists and digital pioneers. It recounts the events that both spelt the end of the old industry and that are the foundation for the radical new successor that is about to emerge. Awakening is written by the leading music industry analyst Mark Mulligan and includes interviews with 60 of the music industry's most important figures, including million selling artists and more than 20 CEOs. Alongside this unprecedented executive access, Awakening uses exclusive data presented across 60 charts and figures to chart the music industry's digital journey and to lay out a vision of the future for the industry and artists alike. For anyone interested in the music industry and the lessons it provides for all businesses in the digital era, this is the only book you will ever need.

News and journalism are in the midst of upheaval: shifts such as declining print subscriptions and rising website visitor numbers are forcing assumptions and practices to be rethought from first principles. The internet is not simply allowing faster, wider distribution of material: digital technology is demanding transformative change. Out of Print analyzes the role and influence of newspapers in the digital age and explains how current theory and practice have to change to fully exploit developing opportunities. In Out of Print George Brock guides readers through the history, present state and future of journalism, highlighting how and why journalism needs to be rethought on a global scale and remade to meet the demands and opportunities of new conditions. He provides a unique examination of every key issue, from the phone-hacking scandal and Leveson Inquiry to the impact of social media on news and expectations. He presents an incisive, authoritative analysis of the role and influence of journalism in the digital age.

Television is the last mass medium to be disrupted by the Internet. Given the intricacies of the industry, it's also going to be the most resistant to change. Alan Wolk, an industry veteran and longtime analyst and observer, lays out how the television industry is adapting to the digital era, explaining what's really happening in a tone that will appeal to laypeople and insiders alike. In the first section, Wolk takes us through how the industry works today, focusing on how the various players actually make money and who pays who for what. The next section deals with the changes that are taking place in the industry today—everything from time shifting to binge viewing to cord cutting—and how those changes are starting to create some seismic shifts. In the final section, Wolk reveals his predictions for the future and what the industry will look like in ten years time. Andrew Wallenstein, co-editor-in-chief of Variety says "Alan Wolk is one of the most insightful observers writing about the media business today. There's no better expert to help you navigate the confusing, complicated nexus of TV and the Internet." David Zaslav, President and CEO of Discovery Communications says "Alan Wolk has a deep understanding of the complex nature of television today... this is a fantastic primer of the business and one of the most educated perspectives on the future of our rapidly evolving industry." Adweek says "If you know anything about television, you probably know Alan Wolk." Writing in a cover story for The New York Review of Books, Slate Editor-In-Chief Jacob Weisberg said "[t]o find an evidence-based analysis] [a]n excellent place to start is Alan Wolk's self-published book Over the Top: How the Internet Is (Slowly but Surely) Changing the Television Industry.

An innovative investigation of the inner workings of Spotify that traces the transformation of audio files into streamed experience. Spotify provides a streaming service that has been welcomed as disrupting the world of music. Yet such disruption always comes at a price. Spotify Teardown contests the tired claim that digital culture thrives on disruption. Borrowing the notion of "teardown" from reverse-engineering processes, in this book a team of five researchers have playfully disassembled Spotify's product and the way it is commonly understood. Spotify has been hailed as the solution to illicit downloading, but it began as a partly illicit enterprise that grew out of the Swedish file-sharing community. Spotify was originally praised as an innovative digital platform but increasingly resembles a media company in need of regulation, raising questions about the ways in which such cultural content as songs, books, and films are now typically made available online. Spotify Teardown combines interviews, participant observations, and other analyses of Spotify's "front end" with experimental, covert investigations of its "back end." The authors engaged in a series of interventions, which include establishing a record label for research purposes, intercepting network traffic with packet sniffers, and web-scraping corporate materials. The authors' innovative digital methods earned them a stern letter from Spotify accusing them of violating its terms of use; the company later threatened their research funding. Thus, the book itself became an intervention into the ethics and legal frameworks of corporate behavior.

The gripping untold story of the music piracy revolution and the man who almost singlehandedly brought down the industry How Music Got Free is the incredible true story of Dell Glover, a factory worker at a compact-disc manufacturing plant who brought the music industry to its knees. Working from a small town in North Carolina, Glover was the Patient Zero of music piracy, leaking thousands of albums from the plant over nearly a decade. If you've ever pirated music?or even borrowed it?Glover's handiwork is on your hard drive. But Glover couldn't do it alone. He needed the help of his smuggling confederates, who conducted a years-long campaign of infiltration into the music industry's global supply chain. He needed the help of the men who invented the mp3, a group of academics working in a forgotten audio laboratory in Germany. He needed the help of the torrenters, who, from dormitories and bedrooms across the planet, built distribution networks for his leaks. Most of all, he needed the unwitting assistance of the music industry itself, and the powerful music executive whose strategy of consolidation brought the biggest musical acts of the decade into Glover's reach. An irresistible story of greed, cunning, brilliance, and deceit, How Music Got Free isn't just a story of the music industry?it's a must-read history of the Internet itself.

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