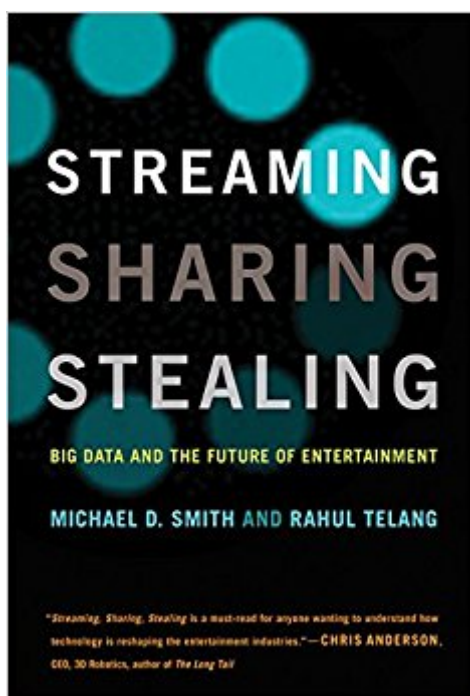The book was found

Streaming, Sharing, Stealing: Big Data And The Future Of Entertainment (MIT Press)

Synopsis

"[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 TimesTraditional 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

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)

Michael D. Smith is Professor of Information Systems and Marketing at Carnegie Mellon University's Heinz College, where Rahul Telang is Professor of Information Systems and Management. Smith and Telang are Codirectors of the Initiative for Digital Entertainment Analytics (IDEA) at Carnegie Mellon.

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 ÃƒÂ¢Ã â ¬Ã Å"House of Cards,ÃƒÂ¢Ã â ¬Ã Â• through the discussions of long tail economics, the ascendance of iTunes and shifting nature of market power, to the realization that using big data isnÃƒÂ¢Ã â ¬Ã â„¢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 itÃƒÂ¢Ã â ¬Ã â„¢s based on to life.Highly recommended to any intelligent reader who wants insight into the future of entertainment. (And thereÃƒÂ¢Ã â ¬Ã â„¢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

Streaming, Sharing, Stealing: Big Data and the Future of Entertainment (MIT Press) Streaming, Sharing, Stealing: Big Data and the Future of Entertainment Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Horizon (The Sharing Knife: Vol. 4) (Library Edition) (Sharing Knife (Audio)) The Sharing Knife, Vol. 3:Ã Â Passage (Sharing Knife Series, Book 3) The Sharing Knife, Vol. 2: Legacy (The Sharing Knife Series, Book 2) The Sharing Knife, Vol. 1: Beguilement (Sharing Knife Series, Book 1) Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results Data Analytics and Python Programming: 2 Bundle Manuscript: Beginners Guide to Learn Data Analytics, Predictive Analytics and Data Science with Python Programming Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analysis. Get Your Business Intelligence Right Ã¢â ¬â œ Accelerate Growth and Close More Sales (Data Analytics Book Series) Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking Discovering Knowledge in Data: An Introduction to Data Mining (Wiley Series on Methods and Applications in Data Mining) Student's Solutions Manual and Supplementary Materials for Econometric Analysis of Cross Section and Panel Data (MIT Press) Econometric Analysis of Cross Section and Panel Data (MIT Press) Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies (MIT Press)