



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

By Michael D. Smith, Rahul Telang

MIT Press Ltd, United States, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. 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...



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