TV OUTSIDE THE BOX
TRAILBLAZING IN THE DIGITAL TELEVISION REVOLUTION

NEIL LANDAU
TV Outside the Box: Trailblazing in the Digital Television Revolution explores the new and exploding universe of on-demand, OTT (Over the Top) networks: Netflix, Amazon, Hulu, Crackle, CW Seed, Vimeo, AwesomenessTV, and many more. Featuring in-depth conversations with game-changing content creators, industry mavericks, and leading cultural influencers, "TV Outside the Box "is essential reading for anyone interested in the dynamics of a global media revolution "while" it s happening. Readers will discover: How the new "disruptors" of traditional television models are shaping the future of the television and feature film business. You ll hear directly from the visionaries behind it all from concept genesis to predictions for the future of streaming platforms; their strategies for acquisitions and development of new original content; and how the revolution is providing unprecedented opportunities for both established and emerging talent. What s different about storytelling for the progressive, risk-taking networks who are delivering provocative, groundbreaking, binge-worthy content, without the restraints of the traditional, advertiser-supported programming model. Through interviews with the showrunners, content creators, and producers of dozens of trailblazing series including "Orange Is the New Black, House of Cards," "Transparent," and many more you ll learn how and why the best and the brightest TV content creators and filmmakers are defining the new digital entertainment age and how you can, too. 

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