

Kirkpatrick

Introduction to Media Distribution

Film, Television, and New Media

In this second edition, author Scott Kirkpatrick draws from over a decade of personal experience in the distribution arena to provide a clear and up-to-date overview of the entire film, television, and new media distribution business. Readers will learn what fuels the distribution process and exactly how the distribution business works from beginning to end—not merely what happens to a film or television series upon acquisition, but how distributors develop, presell and broker deals on content before it even exists. This new edition considers a much more international approach to media distribution, with case studies and analyses from across the globe. It also reflects on the ever-increasing relevance of diversity and inclusiveness in the industry, as well as the new media verticals like podcasts and the effects of social media influencers on the media landscape. The book will be an integral guidebook for any student or professional wishing to understand both the basics and the subtleties of media distribution. The book also contains a robust appendix containing in-depth studies of legal definitions, material delivery requirements, territory-by-territory financial projections and more.

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