

Producing for TV and Emerging Media

A Real-World Approach for Producers

This book delivers an essential guide to the evolving landscape of modern media production, accounting for the dramatic shifts in the industry, and offering expert insights to help readers navigate both traditional and emerging media production environments. This fifth edition has been thoroughly updated to reflect the latest industry trends and practices. It features a new structure that integrates interviews with industry professionals, offering real-world perspectives to complement the chapters. Readers will find expanded content on critical topics such as creating and utilizing show bibles, crafting effective pitch decks, and working with unions to maximize production budgets. The book also delves into the producer's relationships with agents, managers, and executives, while providing fresh insights into streaming services, AI's growing role in production, and the unique challenges of immersive media, interactive video, and transmedia storytelling. Written especially for new and aspiring producers with an insight that simply cannot be found in any other book, this new edition of a text used by professors and professionals alike is an indispensable resource for anyone looking to find success as a television or emerging media producer.

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59,00 €

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*vorbestellbar, Erscheinungstermin ca.
November 2026*

Artikelnummer: 9781041139331

Medium: Buch

ISBN: 978-1-041-13933-1

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 25.11.2026

Sprache(n): Englisch

Auflage: 5. Auflage 2026

Produktform: Kartoniert

Seiten: 392

Format (B x H): 178 x 254 mm

