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Description. Regardless of your background and training, The Business of Media Distribution, Second Edition delivers the business practices and virtual apprenticeship you need to understand and manage the complicated media markets and how digital distribution is impacting traditional methods.

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"The Business of Media Distribution has been an invaluable part of our Entertainment Law program since its first publication. While feature and episodic production are exploding, the world of distribution is in a major state of flux, and this book has been one of the most up-to-date resources for me, as a practitioner, and for our entertainment and new media students.

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In this updated edition of a bestselling industry staple, experienced media executive Jeff Ulin relates business theory and practice across key global market segments—film, television, video, and online/digital—providing you with an insider's perspective that can't be found anywhere else...-Jeffrey C. Ulin, Former hea

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The Business of Media Distribution. DOI link for The Business of Media Distribution.

The Business of Media Distribution book. Monetizing Film, TV, and Video Content in

an Online World. By Jeffrey C. Ulin. Edition 3rd Edition . First Published 2019 .

eBook Published 30 May 2019 . Pub. location New York .

The Business of Media Distribution | Monetizing Film, TV ...

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"The Business of Media Distribution is often referred to as 'The Bible' among distribution executives, and for good reason."

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The Business Of Media Distribution

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Jeffrey C. Ulin has worked as a media executive, attorney, lecturer, and entrepreneur.

Nearly half of his 25+ years in the film and television business were at Lucasfilm, where he headed worldwide distribution for all markets (theatrical, video, TV, online), and managed sales for Star Wars and Indiana Jones.