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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.

First published in 2013. Routledge is an imprint of Taylor & Francis, an informa company. - Selection from *The Business of Media Distribution, 2nd Edition* [Book]

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*The Business of Media Distribution, 2nd Edition* [Book]

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**The Business of Media Distribution: Monetizing Film, TV ...**

Written by the insider who headed sales for Lucasfilm across distribution markets and managed the release of Star Wars Episode III, this is the first book to show how all related media distribution markets, including television, video and online, work together and independently to finance and maximize profits on productions.

[The Business of Media Distribution: Monetizing Film, TV ...](#)

The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World by Jeffrey C. Ulin. Learn how an idea moves from concept to profits and how distribution dominates the bottom line of an industry otherwise grounded in high profile elements (production, creative, law, finance, and marketing).

**The Business of Media Distribution: Monetizing Film, TV ...**

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