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TV Outside The Box: Trailblazing In The Digital Television Revolution (NATPE Presents)



Synopsis

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, , 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 â “ while itâ™s happening. Readers will discover: How the new "disruptors" of traditional television models are shaping the future of the television and feature film business. Youâ™ll hear directly from the visionaries behind it all â “ 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. Whatâ™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 â “ including Orange Is the New Black, House of Cards, Transparent, and many more â “ youâ™ll learn how and why the best and the brightest TV content creators and filmmakers are defining the new digital entertainment age â “ and how you can, too.

Book Information

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Customer Reviews

Had the pleasure of meeting Mr. Landau at the NATPE conference 2016. Our conversation eventually led to his analysis of the contemporary TV landscape. What made me so happy was Mr. Landau attitude. He is someone I'd describe as "an informed optimist." He is hopeful for the future of Television, but where he differs from millennials' daydreams is that Mr. Landau's optimism is built on hours and hours of research and in-depth conversations with the industry's leading decision makers. The variety of the interview is one reason to buy this book, even excluding the highly informative history of Television as we know it, from the traditional cable networks to the new digital players, and short form online outlets. If you are looking for a course called Future TV Exec's 101, Landau's book is the "out of the box" textbook.

A must read for those aspiring to make great TV, and great, fun read for those that just want to watch it. A sweeping view of the networks, execs and the creators that have made the medium what it is today. Neil asks in-depth questions about how shows were greenlit, structured and developed over multiple seasons. What's interesting is that tone is less history and more first-hand reporting. He interviews every showrunner worth talking about, and execs who've been there when the revolution started, and those that are taking advantage of it today. But the book has a fun, accessible style with the interviews playing less like stodgy Q&As and more like chats over coffee, including some war stories, headaches and triumphs along the way. A blast for TV fans, and a necessity for people working or hoping to work in the hottest space for great stories (with great characters.)

Neil is brilliant. I learned that 15 years ago when he became my writing mentor at UCLA. Now, as a university Creative Writing instructor, I still call on his advice. He understands the industry. I love and recommend this book. (My favorite chapter might be 'The More Things Change, the More They Stay the Same'.)

It's difficult to say a book blows your mind without sounding hyperbolic, but that is what it feels like diving into this book. Through interviews with nearly every gamechanger, trendsetter and revolutionary in Hollywood, Neil gives his readers unprecedented access to the creative minds who will shape the future of digital content.

Excellent book detailing the changing media landscape. Neil manages to have expertly organized information, presented in an engaging manner. The pages flew by, I found myself reading it more

than once just to make sure I soaked it all in. Definite must buy for anyone looking to navigate the new digital TV space.

Man cannot live by Netflix alone. Nor should he surf today's golden wave of serialized drama and digital fiction without Neil Landau's entertaining interviews with those who create it. We're living in unprecedented times for expensive, high-quality drama, but will it get even better or is winter coming?

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