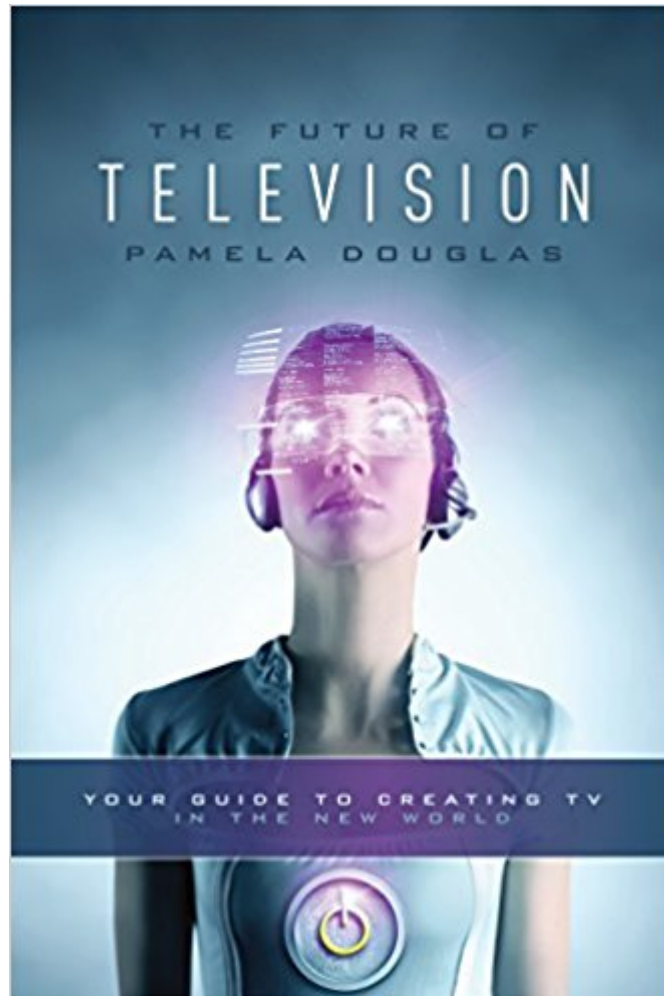




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# Future Of Television: Your Guide To Creating TV In The New World



## Synopsis

The book's journey into the future of television begins with "You Are Here," delving into "The Great Convergence" of television and Internet and the vortex of change we all inhabit now. Then, glancing back, we explore "The Old World" of broadcast television to understand how we got to this moment of transition. Next, traveling "Between Worlds," we visit cable television and see how the boundaries between network, cable, and Internet are mutating. After that, we enter "The New World" that ranges from empires like Netflix and down to Kickstarter-funded web series, and all the creative expressions that abound. Finally, we look ahead to the "Far Frontier" of interactivity and transmedia and a distant, fantastic future. All these experiences are focused on how a writer, producer, director, or entrepreneur can use the emerging possibilities to create original television now and in the coming decade.

## Book Information

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## Customer Reviews

PAMELA DOUGLAS is the author of *Writing the TV Drama Series*, now in its third edition. The acclaimed book has been translated into several languages, and adopted by network mentoring programs. An award-winning screenwriter, she was honored with the Humanitas Prize. Multiple Emmy nominations and awards from the Writers Guild of America and American Women in Radio and Television went to shows she has written, and her credits include developing the series *Ghostwriter*, and writing for *Star Trek: The Next Generation*, among many other shows. At the University of Southern California, she is a tenured professor in the School of Cinematic Arts, where

she teaches writing for television. She has also been a member of the Board of Directors of the Writers Guild of America, West. She consults internationally to professional TV writers and producers, and has lectured in Africa, Europe, and throughout the United States.

“The Future of Television” is a fascinating read that takes you on an incredible adventure into TV Land. Pamela Douglas has crafted a unique literary vessel filled with telling insider interviews, amazing media innovations and personal interactive experiences that will give you a whole new look at creating the next great television revolution. Whether you’re a television creator or a watcher, “The Future of Television” will forever open your eyes.

Brilliant and up-to-date guide to the future with implications for the overall culture as well as for writers and others interested in media and the entertainment industry. This is the wider companion book to *Writing the TV Drama Series*, the author’s earlier resource that focuses on the craft of writing.

This book was just okay. It’s basically just an overview of the history of television, the current state of television and it’s major players. It’s rather academic and dry. While there are some good interviews there is nothing in this book you couldn’t learn from perusing *Deadline Hollywood* or the *Hollywood Reporter* for five minutes

Because technology is ever-advancing, so many things in the world are changing and evolving. The old ways of doing things are forcing people to adapt, reevaluate, and develop new approaches. This is especially true of television. Pamela Douglas’s new book *FUTURE OF TELEVISION* takes you on a journey through television’s past and shows you how it has evolved as innovation technologies have become more and more a part of how things are done. Today, the landscape of television is being reshaped by streaming television and Internet web series. People aren’t getting their television shows the same ways any more, and this forces TV creators to adapt. Douglas shows television producers what the landscape looks like, where it’s headed, and how to approach it and be successful. This is a very interesting book for the history and future of television creation. Review copy provided by Michael Wiese Productions

I’m the author of a few books myself which are bestselling and critically acclaimed - but most of all, I

read a lot of books as a film professor, film and television producer, and lover of the emerging technologies that offer more platforms for storytelling. Douglas nails it. I read this book voraciously. Douglas interviews the powers behind broadcast, cable and streaming television albeit Netflix, , Hulu and other internet channels that offer emerging talent a digital platform. While the Future of Television is here, there is great insight into the behind-the-scenes power brokers, what differentiates them from other networks and how the future is a rosey one for those who are willing to work hard and hone their craft as storytellers. There is no magic brass ring as some books would have you believe. But, knowledge is key; Understanding is absolute; Craft is essential, as is experience, and this book helps pull back the wool off an industry that promises much but only a small percentage can achieve. Told in an entertaining and concise manner, Douglas manages to reveal much in an everchanging world. This is not a "how-to" book, rather one that illuminates the vast expanses of creative content now available to the masses, and how we as content creators can access and...well... create! I highly recommend this as a primer for those interested in entering the world of television - both traditional and non-traditional - for those interested in understanding what makes these networks tick, and how to navigate the waters of this very complex industry. I also recommend it for those who have spent their lives creating traditional content so that they can expand their world. Creating for the web is not the same as creating for traditional TV - the demographic is different and so is the monetization, let alone the types of storytelling. Not everyone can cross over but if you can grasp the differences, and be able to adapt, knowing those differences, you will be ahead of the game. Above all, "The Future of Television" offers optimism and encouragement to all storytellers - we have many avenues to create content - and it's a beautiful thing!- Rona Edwards, co-author of "I Liked It, Didn't Love It (Screenplay Development from the Inside Out)" and "The Complete Filmmakers Guide to Film Festivals"

This is terrific: a book that shows how storytelling has stayed true in principle in one of the great technology epicenters of the last seventy or so years. Pamela Douglas knows the medium, the markets, and what viewers in; she's also plugged right in to what is happening now in what some people believe causes the downfall of so much free time. Sprinkled throughout her book are interviews by industry insiders: writers, producers, and content creators of all forms who voice different angles on the submission, development, and creative processes. This book is not to be missed from a creator's viewpoint, but also a cultural one. TV really does travel far and wide and across cultures. For a future content creator, this journey is a must.

The landscape of television, and what's considered to be television, is changing. There are many new opportunities for writers, but each one comes with a different set of rules. In this book, Pamela Douglas conducts tremendously insightful interviews with producers and writers on the forefront of each outlet. If you're a television writer who's starting to feel like the sands are shifting beneath you, this book provides a firm footing and vantage point to see where things are headed, and where you should be headed. It's an extremely timely, inspiring and indispensable guide. I highly recommend it!

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