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**WHY THE  
ENTERTAINMENT  
& ADVERTISING  
INDUSTRIES  
MUST CONVERGE  
TO SURVIVE**

*Advertising Age*  
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# **Madison And Vine Why The Entertainment And Advertising Industries Must Converge To Survive**

**Jennifer Gillan**



## **Madison And Vine Why The Entertainment And Advertising Industries Must Converge To Survive:**

**Madison & Vine** Scott Donaton, 2004-07-21 From the sharp decline in CD sales to the fragmentation of network TV audiences the business models of the entertainment and advertising industries are showing severe cracks Advertising Age editor Scott Donaton who coined the term Madison Vine™ lays out a case for why these industries will need to converge to survive overcoming hurdles and creating business models based on content commerce partnerships Madison Vine reveals how new technology is disrupting traditional business models giving the consumer more control over the product Donaton explains how these industries will need to overcome distrust divergent agendas and creative conflicts to form mutually beneficial alliances or face the threat of extinction Examines the factors that threaten business models of the advertising industry and nearly every entertainment industry sector Relates the glamorous inside stories of prominent Madison Vine alliances A superb analysis of the intersection of Madison and Vine This convergence is the future financial model of the entertainment and advertising industries Mark Burnett Creator Executive Producer of The Apprentice and Survivor Scott Donaton has written the definitive book about the mutual benefit that happens when filmmakers and marketers collaborate Harvey Weinstein President Miramax Films Corp Scott Donaton does more than lay out a road map of the future A word to those who want some action in this crazily converging techno centric world read this book or be left behind Stanley Bing bestselling author of What Would Machiavelli Do and Fortune magazine columnist Unique and insightful Scott provides an insider's look into the evolving business models of entertainment and advertising Donny Deutsch Chairman and CEO Deutsch Inc Scott Donaton knows the most important thing there is to know about the media business and that's what's happening to the advertising business In this sharp witting and prescient book he imagines the future of our business It's a new game Michael Wolff author of Autumn of the Moguls and Vanity Fair columnist If you work in the media businesses this book might help you figure out what you ought to do with the rest of your life before it's too late Kurt Andersen bestselling author editor and host of NPR's Studio 360

**Madison and Vine** Scott Donaton, 2004 The creator of the successful franchise for Advertising Age discusses the new business climate that is reshaping both the entertainment and advertising industries and argues that the two must merge in order to stay afloat in the next few decades Television Brandcasting Jennifer Gillan, 2014-11-20 Television Brandcasting examines U.S. television's utility as a medium for branded storytelling It investigates the current and historical role that television content promotion and hybrids of the two have played in disseminating brand messaging and influencing consumer decision making Juxtaposing the current period of transition with that of the 1950s 1960s Jennifer Gillan outlines how in each era new technologies unsettled entrenched business models an emergent viewing platform threatened to undermine an established one and content providers worried over the behavior of once dependable audiences The anxieties led to storytelling promotion and advertising experiments including the Disneyland series embedded rock music videos in Ozzie Harriet credit sequence brand integration Modern Family's parent company

promotion episodes second screen initiatives and social TV experiments Offering contemporary and classic examples from the American Broadcasting Company Disney Channel ABC Family and Showtime alongside series such as Bewitched Leave it to Beaver Laverne Shirley and Pretty Little Liars individual chapters focus on broadcasting at the level of the television series network schedule Blu ray DVD Digital combo pack the promotional short the cause marketing campaign and across social media In this follow up to her successful previous book Television and New Media Must Click TV Gillan provides vital insights into television's role in the expansion of a brand centric U S culture *From Pac-Man to Pop Music* Karen

Collins,2017-10-03 Digital interactive audio is the future of audio in media most notably video games but also web pages theme parks museums art installations and theatrical events Despite its importance to contemporary multi media this is the first book that provides a framework for understanding the history issues and theories surrounding interactive audio Karen Collins presents the work of academics composers and sound programmers to introduce the topic from a variety of angles in order to provide a supplementary text for music and multimedia courses The contributors cover practical and theoretical approaches including historical perspectives emerging theories socio cultural approaches to fandom reception theory and case study analyses The book offers a fresh perspective on media music one that will complement film studies but which will show the necessity of a unique approach when considering games music *Omnipresent: communication: where we came*

*from and where we are going* , **Give Me the Money and I'll Shoot!** Nicola Lees,2012-05-24 The must have guide to traditional emerging and creative TV funding models that are being developed and exploited by social media savvy documentary filmmakers Each chapter covers a different form of funding and combines advice from industry insiders producers buyers specialist media agencies and corporate funding bodies and entertaining case studies that illustrate the benefits and pitfalls of each method With practical tips case studies and advice it reveals what grantors brands and NGOs are looking for in a pitch they all have different needs and expectations and the cultural differences that can trip up the unwary producer Funding examples range from blue chip TV documentaries such as Planet Earth which was co funded by the BBC Discovery NHK and CBC to The TV Book Club More 4 which is funded by Specsavers opticians to Lemonade Movie which harnessed the power of Twitter to source free equipment and post production resources Readers will discover the difference between co productions pre sales and acquisitions how to develop and pitch advertiser funded programming the new rules on product placement where to hunt for foundation and grant funding and how to fill in those fiendish application forms the power of crowd funding and how to harness the internet how to sniff out grants and funds held in non film focused organisations such as the Wellcome Trust why corporations are keen to fund your documentary and how to get them to part with their money without giving up your editorial control **Television and New Media** Jennifer Gillan,2010-10-18

Television and New Media introduces students to the ways that new media technologies have transformed contemporary television production distribution and reception practices Drawing upon recent examples including Lost 24 and Heroes this

book closely examines the ways that television programming has changed with the influx of new media transforming nearly every TV series into a franchise whose on air online and on mobile elements are created simultaneously and held together through transmedia storytelling This book is essential for understanding how creative and industrial forces have worked together in the new media age to transform the way we watch TV *Olympic Cities: 2012 and the Remaking of London* Iain MacRury,2017-03-02 Drawing upon historical cultural economic and socio demographic perspectives this book examines the role of a sporting mega event in promoting urban regeneration and social renewal Comparing cities that have or will be hosting the event it explores the political economy of the games and the changing role of the state in creating post industrial metropolitan spaces It evaluates the changing perceptions of the Olympic Games and the role of sport in the global media age in general and assesses the implication of mega event regeneration policies for local communities and their cultural social and economic identities with specific reference to east London and the Thames Gateway *Media Industries* Jennifer Holt,Alisa Perren,2011-09-19 Media Industries History Theory and Method is among the first texts to explore the evolving field of media industry studies and offer an innovative blueprint for future study and analysis capitalizes on the current social and cultural environment of unprecedented technical change convergence and globalization across a range of textual institutional and theoretical perspectives brings together newly commissioned essays by leading scholars in film media communications and cultural studies includes case studies of film television and digital media to vividly illustrate the dynamic transformations taking place across national regional and international contexts *Consuming Reality* J. Deery,2012-05-03 Engaging in a comprehensive examination of reality TV s advertising and promotional strategies as well as the commodification of viewers *Consuming Reality* dissects the unique and startling relation between mediation and consumption

**Handbook of Media Branding** Gabriele Siegert,Kati Förster,Sylvia M. Chan-Olmsted,Mart Ots,2015-08-07 This comprehensive handbook critically addresses current issues and achievements in the field of media branding By discussing media branding from different viewpoints disciplines and research traditions this book offers fresh perspectives and identifies areas of interest for further research The authors highlight the peculiarities of this field and reveal links and commonalities with other areas of study within communication science The chapters address different research areas such as society content management audience as well as advertising aspects of media brands This handbook thus brings together contributions from different areas making it a valuable resource for researchers and experts from industry interested in media branding *Sting and The Police* Aaron J West,2023-06-14 An excellent look at how the Police accomplished success West is especially good at examining how the band used the nascent MTV to define themselves Publishers Weekly During the 1980s The Police were one of the biggest bands in the world Yet after only five albums and at the peak of their popularity they disbanded and Sting began a solo career that made him a global pop star Today artists from Puff Daddy to Gwen Stefani credit The Police and Sting as major influences on their own work In this book Aaron J West explores the cultural and musical

impact of Stewart Copeland and Andy Summers and Sting. West details the distinctive hybrid character of The Police's musical output which would also characterize Sting's post-Police career. Sting's long-lived solo career embodies the power of the artful appropriation of musical styles while capitalizing on the modern realities of pop music consumption. The Police and Sting in particular were pioneers in music video, modern label marketing, global activism, and the internationalization of pop music. Sting and The Police's *Walking in Their Footsteps* is a feast for fans and by placing the band within its various musical, cultural, commercial, and historic contexts, it's also fascinating reading for anyone interested in global popular music culture.

*Shoptimism* Lee Eisenberg, 2009-11-03 In this smart, engaging book, Lee Eisenberg, best-selling author of *The Number A Completely Different Way to Think about the Rest of Your Life*, leads us on a provocative and entertaining tour of America's love-hate affair with shopping, a pursuit that even in hard times remains a true national pastime. Why do we shop and buy the way we do? In a work that will explain much about the American character, Eisenberg chronicles the dynamics of selling and buying from almost every angle. Neither a cheerleader for consumption nor an anti-consumerist scold, he explores with boundless curiosity the vast machinery aimed at inducing us to purchase everything from hair mousse to a little black dress. He leads us with understated humor into the broad universe of marketing, retailing, advertising, and consumer and scientific research, an arsenal of powerful forces that combine to form what he calls *The Sell Side*. Through the rest of the book, Eisenberg leads us through the *Buy Side*, a journey directly into our own hearts and minds, asking among other questions: What are we really looking for when we buy? Why are we alternately excited, guilt-ridden, satisfied, disappointed, and recklessly impulsive? What are our biases, need for status, impulses to self-express that lead us individually to buy what we buy? Are you a classic buyer, your head wants to do the right thing, or a romantic buyer, your heart just wants to have fun? How do men and women differ in their attitudes towards shopping, and does the old cliché *Women shop, men buy* apply any longer? Of special interest are the author's findings on the subject of *What Makes a Good Buy*. We all purchase things that we sooner or later regret, but what are the guidelines for making purchases that we'll never regret? What, for instance, defines the perfect gift? Brimming with wit and surprise, *Shoptimism* will be delightful and instructive reading for anyone with a credit card and a healthy curiosity about American culture through good times and bad. For here, in one vivid journey, is a memorable panoramic portrait of our everyday self-delusions, desires, and dreams.

**Music and Capitalism** Timothy D. Taylor, 2016 iTunes, Spotify, Pandora. With these brief words, one can map the landscape of music today, but these aren't musicians' songs or anything else actually musical; they are products and brands. In this book, Timothy D. Taylor explores just how pervasively capitalism has shaped music over the last few decades. Examining changes in the production, distribution, and consumption of music, he offers an incisive critique of the music industry's shift in focus from creativity to profits, as well as stories of those who are laboring to find and make musical meaning in the shadows of the mainstream cultural industries. Taylor explores everything from the branding of musicians to the globalization of music to the emergence of digital technologies in music.

production and consumption Drawing on interviews with industry insiders musicians and indie label workers he traces both the constricting forces of bottom line economics and the revolutionary emergence of the affordable home studio the global internet and the mp3 that have shaped music in different ways A sophisticated analysis of how music is made repurposed advertised sold pirated and consumed Music and Capitalism is a must read for anyone who cares about what they are listening to how and why Open TV Aymar Jean Christian,2018-01-09 Introduction independents change the channel Developing open tv innovation for the open network 1995 2005 Open tv production revaluing creative labor Open tv representation reforming cultural politics Open tv distribution struggling for an independent market Scaling open tv the challenges of big data television Epilogue open tv and the future of the networked era **Branded Women in U.S.**

**Television** Peter Bjelskou,2014-12-18 Branded Women in U S Television examines how The Real Housewives of New York City Martha Stewart and other female entrepreneurs create branded televised versions of the iconic U S housewife Using their television presence to establish and promote their own product lines including jewelry cookware clothing and skincare they become the primary physical representations of these brands While their businesses are serious and seriously lucrative especially reality television enables a certain representational flexibility that allows participants to create campy and sometimes tongue in cheek personas Peter Bjelskou explores their innovative branding strategies specifically the complex relationships between their entrepreneurial endeavors and their physical bodies attires tastes and personal histories Generally these branded women speak volumes about their contemporaneous political environments and this book illustrates how they and many other women in U S television history are indicative of larger societal trends and structures

**Essentials of Advertising** Robert Cluley,2017-02-03 As a subject advertising affects us all it surrounds us every day Yet there is a great deal of variety in the way advertising is interpreted and practitioners and academics from different backgrounds and disciplines study advertising in vastly different ways For example psychologists try to understand what happens to our brains when we see adverts while economists try to understand whether money spent on advertising is worth it Essentials of Advertising is designed to help students navigate their way through the field of advertising It will introduce readers to the key concepts of advertising as they have been developed not only by psychologists and economists but also by sociologists historians marketers and media researchers not to mention advertising practitioners themselves Meticulously researched Essentials of Advertising will allow readers to understand not just what different research traditions say about advertising but why they say it This will help students develop key analytic skills to critically evaluate and exploit existing research on advertising based on a greater understanding of where it comes from This allows them to develop greater perception and awareness professionally and acts as a springboard for students to jump into the wider area of advertising studies and to develop their careers according to their interests Online resources include lecture slides self test questions group activities figures and case studies for specific chapters plus web links to industry body research and relevant further

reading *Advertising as a Creative Industry* Izabela Derda, 2023-07-25 At the crossroads of culture and commerce the advertising industry is a regime of paradoxes This book examines the place of advertising in today's creative industries exploring the major challenges advertisers confront as they engage with other creative sectors Izabela Derda author media scholar and industry expert offers insights into how the industry keeps deconstructing its own creative processes and collaborative models as it attempts to stay relevant Through extensive case studies and interviews with industry professionals and thought leaders this book examines the sector's struggle to adapt to new business models and to monetize creativity in today's media landscape from re-engaging audiences through media more typical of arts and entertainment to managing intricate cross sectoral creative collaborations From redesigning workplaces to satisfy the expectations of the youngest generations of creatives to reconsidering the paradigm of conventional creative teams the advertising sector has swiftly adjusted to the seismic changes in today's media landscape The book will be of interest to scholars and students of creative media advertising and media studies as well as those interested in understanding the changing complexities and latest innovations of the creative industries Advertising professionals artists and policymakers will find relevant insights and possible solutions for the major challenges facing the advertising industry today The Open Access version of this book available at [www.taylorfrancis.com](http://www.taylorfrancis.com) has been made available under a CC BY license

*Branded Content* Jonathan Hardy, 2021-08-26 This is a critical study of the changing relationship between media and marketing communications in the digital age It examines the growth of content funded by brands including brands own media native advertising and the integration of branded content across film television journalism and publishing online mobile and social media This ambitious historical empirical and theoretical study examines industry practices policies and problems advancing a framework for analysis of communications governance Featuring examples from the UK US EU Asia and other regions it illustrates and explains industry practices forms and formats and their relationship with changing market conditions policies and regulation The book provides a wide ranging and incisive guide to contemporary advertising and media practices to different arguments and perspectives on these practices arising in industry policy and academic contexts and to the contribution made by critical scholarship past and present It also offers a critical review of industry regulatory societal and academic literatures Jonathan Hardy examines the erosion of the principle of separating advertising and media and calls for a new framework for distinguishing marketing communications across 21st century communications With a focus on key issues in industry policy and academic contexts this is essential reading for students of media industries advertising marketing and digital media

**The Entertainment Industry** Stuart Moss, 2010 Entertainment studies are an important emerging subject in tourism and this introductory textbook provides a detailed overview of the entertainment industry discipline in order to prepare students for roles such as promoters festival managers and technical support workers Covering key aspects of entertainment by profiling individual sectors each chapter is written by an expert working in the field and covers the history and



background products and segmentation contemporary issues micro and macro business environmental influences detailed case studies and future directions of that sector It will be an essential text for undergraduate students in entertainment management events management and related tourism subjects

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