



TV Outside the Box: Trailblazing in the Digital Television Revolution

Neil Landau

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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, Amazon, 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 – *while* it's happening. Readers will discover:

- How the new "disruptors" of traditional television models are shaping the future of the television and feature film business. You'll hear directly from the visionaries behind it all – 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.
- What'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 – including *Orange Is the New Black*, *House of Cards*, *Transparent*, and many more – you'll learn how and why the best and the brightest TV content creators and filmmakers are defining the new digital entertainment age – and how you can, too.

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