Big Hollywood, Small Screens

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MOVING DATA
THE iPHONE AND THE FUTURE OF MEDIA

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Chapter 7

Collector's Note: Chapter 7 of *Big Hollywood, Small Screen* by Allen P. Weiss and Karen Penntzas discusses the impact of digital media on the music industry. The authors argue that the rise of digital distribution platforms has altered the way music is consumed and distributed, leading to new business models and consumer expectations. They explore how these changes have affected the industry and what the implications are for the future.
Disney, like the other major media conglomerates, initially needed clarity on how to deliver content to a global audience. With the rise of video-on-demand (VOD), Disney was one of the first to explore the potential of this new distribution channel. As a result, it acquired the rights to distribute films directly to consumers through VOD platforms.

The company's investment in VOD was significant. In 2005, Disney acquired Fox Family Entertainment, which had recently launched a VOD service. The move was seen as a strategic move to expand Disney's reach beyond traditional broadcasters and into the emerging VOD market. The acquisition allowed Disney to distribute its content through a new channel, offering subscribers access to Disney films and other content.

Disney's VOD service was initially successful. The company reported that its VOD revenue grew significantly in the years following the acquisition. However, the company also faced challenges. The cost of producing and distributing content through VOD was high, and the company had to carefully balance its investment in new technologies with its existing distribution channels.

Despite these challenges, Disney was committed to exploring new distribution channels. In 2007, the company launched Disney Movie Club, a subscription-based service that allowed customers to rent or purchase new releases. The service was a success, and Disney's revenue from subscription services continued to grow.

In the years that followed, Disney continued to invest in new technologies and distribution channels. The company acquired Pixar in 2006 and Marvel Entertainment in 2009, expanding its content library and reaching new audiences. Disney's focus on innovation and expansion through new technologies and distribution channels has been a key factor in its continued success.
piece for Disney's concern. We're in different parts of the economy, and there's a difference in the way we operate. Disney is vertically integrated, meaning they control everything from content creation to distribution. Amazon, on the other hand, is horizontally integrated, focusing on e-commerce and digital services. This difference in business models means that Disney has a much stronger hold on its content, which is a significant advantage. Amazon, however, has a much broader base of services, which gives them a different set of strengths.

Another area where Disney has an edge is in distribution and marketing. They have a vast network of theaters and a strong presence in the home entertainment market, which gives them a significant advantage over Amazon. On the other hand, Amazon has a strong presence in the digital space, with a vast online audience and a strong e-commerce platform. This allows them to reach a much broader audience.

Disney also has a strong brand presence, which is a significant advantage. They are known for their high-quality content and their strong brand identity. Amazon, on the other hand, has a much broader brand presence, with a strong presence in e-commerce and digital services.

Overall, Disney and Amazon are two very different companies, with different business models and different strengths. While Disney has a strong advantage in content and distribution, Amazon has a much broader base of services and a strong presence in the digital space. This means that both companies will continue to be successful in their own ways, and the market will benefit from the competition.
The new, streamlined Time Warner was primarily a content company in 1999 and 2000, a greater emphasis on the production and licensing of content and licensing than before. Disney’s move away from distribution to content produc-
tions made Time Warner more aligned with new content producers. This is not to say that the company will not remain deeply involved in distribution. The new 
Disney Channel, described in detail in the section on distribution, will continue to 
be a major component of the company’s business model.

Disney CEO Bob Iger is one of the industry’s most respected leaders, having led the company through a period of transformative change since 1995. Under his 
leadership, Time Warner has become a leader in the content and distribution 
industry, with a focus on innovation and growth.

In summary, the landscape for content and distribution has shifted dramatically over the past two decades. Companies like Disney and Time Warner have 
adapted and evolved to meet these new challenges, leveraging their strengths 
to remain at the forefront of the industry.

The case study of Disney demonstrates how companies can thrive in the modern media landscape by focusing on content creation, distribution, and audience engagement.
embarked on a path to develop a comprehensive program aimed at addressing the challenges. This program includes a range of initiatives designed to improve the overall performance of the business.

The program is divided into several key components:

1. **Strategic Planning**: This involves developing a clear roadmap for the business's future direction. It includes setting quantifiable goals and objectives, as well as defining the strategies needed to achieve these goals.

2. **Operational Efficiency**: Focuses on streamlining processes and improving productivity. This component aims to reduce costs and increase efficiency across all areas of the business.

3. **Customer Satisfaction**: Enhancing the customer experience is a top priority. This includes improving customer service, developing more personalized interactions, and leveraging feedback to make continuous improvements.

4. **Educational Development**: Investing in the professional development of employees is crucial. This involves providing training programs to enhance skills and knowledge.

5. **Technology Integration**: Incorporating the latest technologies into business operations can significantly boost productivity and customer service. This includes adopting new software solutions and optimizing current systems.

The program is expected to yield significant results within 12 months, with a focus on achieving measurable outcomes. Regular reviews and adjustments will be made to ensure the program remains effective and responsive to the business's evolving needs.

In summary, the comprehensive program is designed to equip the business with the tools and strategies needed to thrive in today's competitive landscape.
Any policy that seeks to minimize transport and video content costs with the aim of improving the quality of experience for video consumers and content providers. Whether this is achieved through better network infrastructure, lower bandwidth requirements, or improved caching strategies, it is crucial to understand the trade-offs involved.

In 2019, we saw a significant increase in the use of OTT services, particularly in the mobile and connected home markets. This growth has been driven by the proliferation of devices supporting OTT services, along with the availability of high-speed internet connections.

The use of video content is expected to continue to grow, with the increasing demand for high-quality video experiences. This growth will be further accelerated by the advent of new technologies such as 5G and cloud computing.

Conclusion: Leverages Business Models and Technology

Leveraging the power of the cloud and the Internet of Things (IoT), businesses can now offer new and innovative services to their customers. This includes everything from connected home devices to smart cities.

The growth of the OTT market presents both opportunities and challenges. Businesses must be prepared to adapt to the changing landscape and to leverage the latest technologies to stay ahead of the curve.
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