

1. Record Nr.	UNINA9910132301903321
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Titolo	The Economics of the Audiovisual Industry: Financing TV, Film and Web [[electronic resource] /] / by Mario La Torre
Pubbl/distr/stampa	Basingstoke, : Springer Nature, 2014 London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2014
ISBN	1-137-37847-6
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (xii, 191 pages) : illustrations, charts
Disciplina	700
Soggetti	Arts Economics Management science Finance, Public Finance Industries Economics, general Public Finance Finance, general
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Half-Title -- Title -- Copyright -- Dedication -- Contents -- List of Figures -- List of Tables -- Acknowledgements -- About the Author -- 1 Introduction -- 2 Create Connections between Audiovisual and Finance -- 3 Defining the Audiovisual Industry -- 4 Costs and Revenues of Audiovisual Products -- 5 Price and Value of Audiovisual Products -- 6 The Value of Audiovisual Firms -- 7 The Financial Model of the Audiovisual Industry -- 8 Financing the Audiovisual Industry -- 9 The Road Ahead: A Financial Platform for the Audiovisual Industry -- References -- Index.
Sommario/riassunto	This book is open access under a CC BY licence. Recent reductions in public funding for audiovisual products have led to dramatic changes in the industry. The lack of interaction between the industry and capital

markets has made sourcing funds for audiovisual products especially difficult. This book explains why the distance between the audiovisual and financial markets exists, and considers the perspective of both audiovisual companies and financial intermediaries. Providing a thorough overview of the audiovisual industry in three major categories (television, cinema and web), it analyses the financing behind each. The author adapts the traditional assessment methods to include exploitation rights, distribution deals and risk determinants ; he also proposes a pricing model for the audiovisual products demonstrating that prices and values in a industry of prototype goods do not depend solely on cost and revenue. The book also includes a methodology for analysing the economics of the sector, the different sales agreements between broadcasters and the distribution deals between distributors and independent producers. Finally, a description of the main financial products for private finance is provided, as well as an explanation of how public funds can act as leverage to catalyze private resources through the use of guarantee funds. In *The Economics of the Audiovisual Industry* the author suggests that rather than relying on subsidized public support, the audiovisual industry should foster private-public partnerships and market dynamics to promote an alternative funding model based on a profitable and long-lasting connection between the audiovisual and financial markets. The valuation model, both for products and firms, proposed in this book are at the basis of this new approach.
