

1. Record Nr.	UNINA9910778134003321
Autore	Moran Albert
Titolo	New flows in global TV [[electronic resource] /] / Albert Moran
Pubbl/distr/stampa	Bristol ; ; Chicago, : Intellect, 2009
ISBN	1-84150-331-2
Descrizione fisica	1 online resource (186 p.)
Disciplina	343.09 343.09/944 384.55
Soggetti	Television and the arts Television broadcasting - Marketing Television programs - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [161]-174) and index.
Nota di contenuto	Front Cover; Preliminary Pages; Contents; Preface; Acknowledgements; Chapter 1 - Issues; Chapter 2 - Places; Chapter 3 - Rhetorics; Chapter 4 - Stars; Chapter 5 - Languages; Chapter 6 - Geographies; Chapter 7 - Envoys; Chapter 8 - Piracy; Chapter 9 - Outposts; Chapter 10 - New flows in global TV; References; Index; Back Cover
Sommario/riassunto	Although TV distribution has undergone a massive increase in volume and value over the past fifty years, there is a systematic lack of both curiosity and knowledge on the part of both industry and scholars about this area. This book assists in the filling of this gap by studying what, in fact, occurs in global trade in TV program formats within international markets such as Cannes, Las Vegas and Singapore. The study investigates key components of this trade, thereby elucidating the crucial dynamics at work in the most significant contemporary transnational cultural industry.