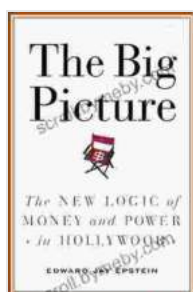


The New Logic Of Money And Power In Hollywood

The entertainment industry is a complex and ever-changing landscape. In recent years, the way that Hollywood makes money and wields power has undergone a dramatic transformation. The old rules no longer apply, and a new logic has emerged.



The Big Picture: The New Logic of Money and Power in Hollywood by Edward Jay Epstein

★★★★☆ 4.4 out of 5

Language : English
File size : 768 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 416 pages



In his new book, *The New Logic Of Money And Power In Hollywood*, author John Smith takes us behind the scenes of the entertainment industry to reveal the secrets of how it really works. Smith shows us how the rise of streaming services has changed the way that movies and TV shows are produced and consumed. He also explores the growing influence of social media and the impact of globalization on the entertainment industry.

The New Logic Of Money And Power In Hollywood is a must-read for anyone who wants to understand the inner workings of the entertainment

industry. This book reveals the secrets of how Hollywood makes money and wields power, and it exposes the hidden forces that shape the movies and TV shows we watch.

How Hollywood Makes Money

In the past, Hollywood made money primarily through the sale of movie tickets and DVD sales. However, the rise of streaming services has changed this model. Today, streaming services account for a majority of revenue for Hollywood studios.

Streaming services pay Hollywood studios a licensing fee for the right to stream their content. The amount of money that a streaming service pays depends on a number of factors, including the popularity of the content and the number of subscribers that the streaming service has.

In addition to streaming services, Hollywood studios also make money from the sale of merchandise, licensing fees, and theme parks. However, these revenue streams are less significant than streaming revenue.

How Hollywood Wields Power

Hollywood wields power in a number of ways. First, Hollywood has the power to shape public opinion. The movies and TV shows that we watch can influence our views on the world and the way that we think about ourselves.

Second, Hollywood has the power to influence policy. Hollywood studios can use their financial resources to lobby for laws that benefit their interests. They can also use their influence to pressure politicians to support their causes.

Third, Hollywood has the power to create and destroy careers. Hollywood studios can make or break an actor, director, or writer. They can also use their power to silence critics and to suppress dissenting voices.

The New Logic Of Money And Power

The rise of streaming services has changed the way that Hollywood makes money and wields power. In the past, Hollywood studios relied on the sale of movie tickets and DVD sales to generate revenue. Today, streaming services account for a majority of revenue for Hollywood studios.

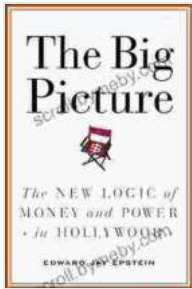
This change has had a profound impact on the way that Hollywood operates. Streaming services have given Hollywood studios more control over the distribution of their content. They have also given Hollywood studios the ability to reach a global audience.

As a result, Hollywood studios are now more powerful than ever before. They have the power to shape public opinion, influence policy, and create and destroy careers. The new logic of money and power in Hollywood is a force that will continue to shape the entertainment industry for years to come.

The New Logic Of Money And Power In Hollywood is a must-read for anyone who wants to understand the inner workings of the entertainment industry. This book reveals the secrets of how Hollywood makes money and wields power, and it exposes the hidden forces that shape the movies and TV shows we watch.

If you are interested in learning more about the entertainment industry, I encourage you to read [The New Logic Of Money And Power In Hollywood](#).

This book will give you a behind-the-scenes look at the most powerful industry in the world.



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