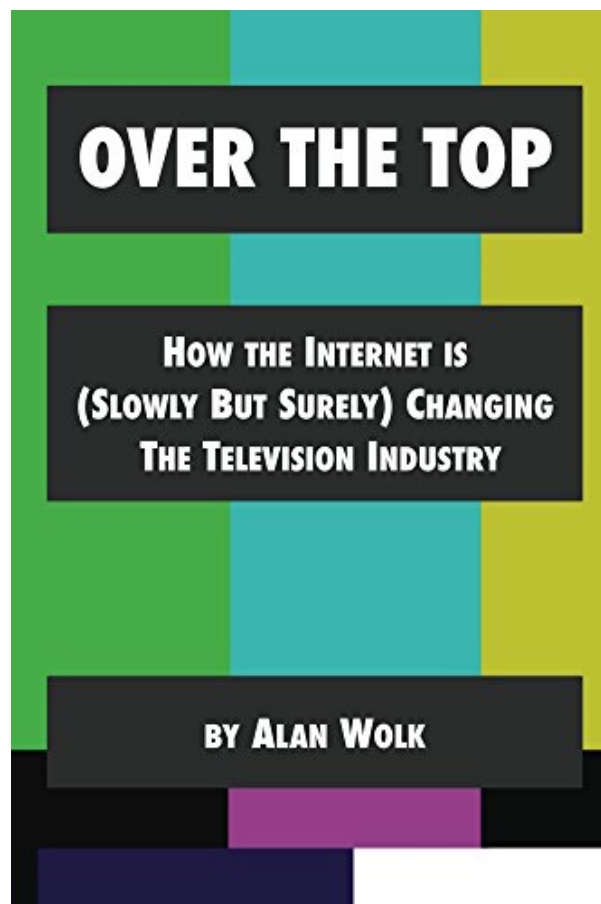


OVER THE TOP: HOW THE INTERNET IS (SLOWLY BUT SURELY) CHANGING THE TELEVISION INDUSTRY BY ALAN WOLK



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Review

Alan Wolk is one of the most insightful observers writing about the media business today. There's no better expert to help you navigate the confusing, complicated nexus of TV and the Internet."

--Andrew Wallenstein, Co-Editor-in-Chief, Variety

Alan Wolk has a deep understanding of the complex nature of television today... this is a fantastic primer of the business and one of the most educated perspectives on the future of our rapidly evolving industry."

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"If you know anything about television, you probably know Alan Wolk."

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About the Author

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Television is the last mass medium to be disrupted by the Internet. Given the intricacies of the industry, it's also going to be the most resistant to change. Alan Wolk, an industry veteran and longtime analyst and observer, lays out how the television industry is adapting to the digital era, explaining what's really happening in a tone that will appeal to laypeople and insiders alike.

In the first section, Wolk takes us through how the industry works today, focusing on how the various players actually make money and who pays who for what. The next section deals with the changes that are taking place in the industry today—everything from time shifting to binge viewing to cord cutting—and how those changes are starting to create some seismic shifts. In the final section, Wolk reveals his predictions for the future and what the industry will look like in ten years time.

Andrew Wallenstein, co-editor-in-chief of Variety says "Alan Wolk is one of the most insightful observers writing about the media business today. There's no better expert to help you navigate the confusing, complicated nexus of TV and the Internet."

David Zaslav, President and CEO of Discovery Communications says "Alan Wolk has a deep understanding of the complex nature of television today... this is a fantastic primer of the business and one of the most educated perspectives on the future of our rapidly evolving industry."

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Most helpful customer reviews

4 of 4 people found the following review helpful.

Great sneak peak at TV's future

By Justin Martin

My big takeaway from this book: While there are 500 channels on TV, there are a vastly larger number of companies, some very clever, trying to figure out ways to update, enrich, and monetize the viewing experience. Wolk has provided an authoritative survey of the television ecosystem. Along with being well written, I found the book inspiring. It gave me hope that the industry will keep churning out great content like The Wire and Walking Dead, and keep figuring out better ways to deliver that content to consumers. I personally look forward to that day in the not-so-distant future when I can speak into my phone, "I want to watch the Sopranos show where Big Pussy gets whacked," and an intelligent engine will locate that very episode and in seconds I'll be watching it. Apparently, that and a million other changes are in the works. Wolk's excellent book provides a fun and thought-provoking sneak peak.

3 of 3 people found the following review helpful.

A must-read on the future of TV

By Desirae Odjick

I tore through this book in a weekend and I can't say enough good things about what a useful, insightful overview it provides about where TV has been and where it's going. As someone working in the OTT industry, this is the exact book I wish I had when I started working in the field, and one that I recommend for absolutely anyone at any level of experience. If you're new to the field, the book gives you everything you need to get up to speed, and if you're experienced in the industry, the second and third sections give you insight into the forces shaping the industry, and Alan's view on where it's going.

A must-read, and the book the OTT industry needed!

2 of 2 people found the following review helpful.

Great read for anyone with a vested interest in media and/or advertising

By Amazon Customer

Mr. Wolk's book is a highly informative read that lays out the current state of Television's evolution in easy-to-understand terms, benefiting both the industry insider and the novice new to the topic. Everyone from studio executives to Jr. Account Planners should read this book. The changes brewing in this space have massive implications over the coming 10+ years; huge businesses will expand and contract, the levers of power will be turned on their heads and everyone involved (particularly at ad agencies) will need to retool their skill-set. This book is a great place to start that process.

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