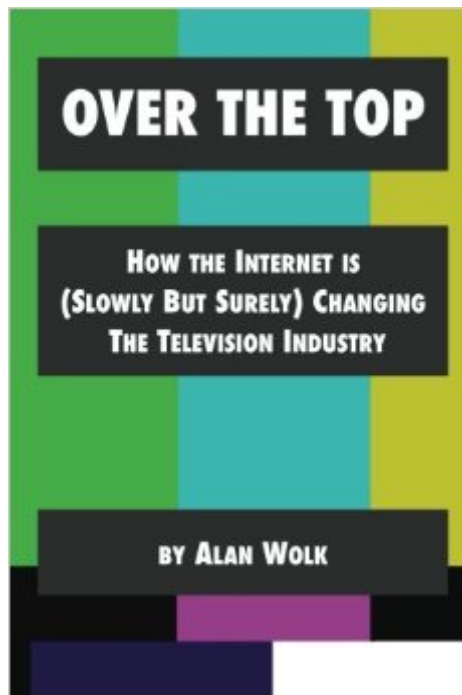


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# Over The Top: How The Internet Is (Slowly But Surely) Changing The Television Industry



## Synopsis

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." Adweek says "If you know anything about television, you probably know Alan Wolk." Writing in a cover story for The New York Review of Books, Slate Editor-In-Chief Jacob Weisberg said "[to find an evidence-based analysis] [a]n excellent place to start is Alan Wolk's self-published book Over the Top: How the Internet Is (Slowly but Surely) Changing the Television Industry.

## Book Information

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## Customer Reviews

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.

This wonderful tome of information, analysis, and conjecture is a bargain if ever there was one. The material covers all the major areas of content, licensing, rights, devices, platforms, and distribution...where it's gone, where it is, and where it's going. There's a hint of snark at the true impact & strategy of how social companies will play into the television experience of the future (with an admitted slant against Twitter), but it makes for a more well-rounded discussion.

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!

The TV business was a complex maze even without digital. Add the internet video revolution, and it's perplexity itself. Like a 3D maze. Alan Wolk's book is a 'must read' - particularly if your job requires that you 'must know'! Wolk is provocative, informed and articulate. His take on the future of TV business is a definitive starting point for readers that need to get up to speed fast on the dizzying events happening in the business of television.

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.

This is the most current and comprehensive look at the massive disruption underway in media delivery and consumption. Alan simplifies a host of complex issues and covers the landscape in an objective way. I highly recommend his work.

I knew I knew nothing about how the television industry works. I even knew I didn't know who all the players were in the television industry. Alan Wolk's book was precisely the primer I needed to not only realize the scope of what I didn't know, but explain it in layman's terms! I was particularly fascinated with the problems facing the Nielsen company and their reluctance to expand their ratings from live viewers to time-shifted ratings. The challenges facing ad-supported content versus the commercial-free viewing audiences are getting rapidly used via Netflix, Hulu, etc was also an eye-opener. If you want to learn about the challenges facing television, this is the book to get you started.

Alan has written this insightful book with great wisdom and wit and I think it will be a fascinating read for TV Fans and Insiders alike. As Social Media and Television are now forever intertwined I think this book will become the seminal study of how and why that has happened. It's up to you to decide whether it's for the best.

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