

The book was found

# This Program Is Brought To You By . . . .: Distributing Television News Online



## Synopsis

Journalism, television, cable, and online media are all evolving rapidly. At the nexus of these volatile industries is a growing group of individuals and firms whose job it is to develop and maintain online distribution channels for television news programming. Their work, and the tensions surrounding it, provide a fulcrum from which to pry analytically at some of the largest shifts within our media landscape. Based on fieldwork and interviews with different teams and organizations within MSNBC, this multi-disciplinary work is unique in its focus on distribution, which is rapidly becoming as central as production, to media work.

## Book Information

Paperback: 336 pages

Publisher: Yale University Press; 1 edition (November 24, 2015)

Language: English

ISBN-10: 0300197500

ISBN-13: 978-0300197501

Product Dimensions: 6.1 x 0.9 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #777,187 in Books (See Top 100 in Books) #115 in Books > Computers & Technology > Web Development & Design > User Generated Content #130 in Books > Business & Money > Industries > Sports & Entertainment > Entertainment #515 in Books > Business & Money > Industries > Media & Communications

[Download to continue reading...](#)

This Program Is Brought to You By . . . : Distributing Television News Online Television Is the New Television: The Unexpected Triumph of Old Media in the Digital Age History News: The Aztec News History News: The Egyptian News Good News, Bad News Simply Good News: Why the Gospel Is News and What Makes It Good Tax and Asset Protection You Can Trust: Pre-Immigration Tax Planning for Capital Transfers, Succession, Estate, Inheritance, immigrant investor, EB5, or ... compliant. (Brought to you by FATCA Book 2) From the Folks Who Brought You the Weekend: A Short, Illustrated History of Labor in the United States How to Report Zero Value on IRS Form 8938: Brought to you by FATCA The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications,

Blogs, News Releases, and Viral Marketing to Reach Buyers Directly Make Money Online: The Top 15 Ways To Start Making Money Online (How to Make Money Online, 2016) ONLINE ARBITRAGE: How to Make Money Online From Sourcing and Selling Retail Products On Or Ebay with Online Arbitrage Passive Income: Four Beginner Business Models to Start Creating Passive Income Online (Passive Income Streams, Online Startup, Make Money Online, Financial Freedom) How to Start an Online Business: A Step by Step to Make Money from Your Computer Even If Your Starting from Scratch! (How to start an Online Business, ... Startup, Online Business for Beginners) Passive Income: Make Money Online With Multiple Streams Of Income (Passive Income Online, Make Money Online, Step by Step Guide to Create Passive Income) The Effective Online Business: Two Online Business Ideas for Beginners... Garage Sale Online Selling & Information Product Marketing (Bundle) An Outlaw and a Lady: A Memoir of Music, Life with Waylon, and the Faith that Brought Me Home Born Country: How Faith, Family, and Music Brought Me Home At the Devil's Table: The Untold Story of the Insider Who Brought Down the Cali Cartel

[Dmca](#)