



## Screen Distribution and the New King Kongs of the Online World (Palgrave Pivot)

By *Stuart Cunningham, Jon Silver*



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Drawing on comparisons with historical shake-ups in the film industry, Screen Distribution Post-Hollywood offers a timely account of the changes brought about in global online distribution of film and television by major new players such as Google/YouTube, Apple, Amazon, Yahoo!, Facebook, Netflix and Hulu.

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#### Review

"In charting the historical roots and evolution of digital distribution since the late 1990s, Cunningham and Silver expand our understanding of the key players, practices, and patterns connected to the global circulation of online video. This concise, accessible, and engaging book is guaranteed to be an invaluable resource for anyone attempting to make sense of how the contemporary landscape took shape and the challenges for those seeking to navigate it in the future." - Alisa Perren, Associate Professor in the Department of Radio-Television-Film at the University of Texas at Austin, USA, and author of *Indie, Inc.: Miramax and the Transformation of Hollywood in the 1990s*.

"Screen Distribution and the New King Kongs of the Online World achieves a near impossible feat: this highly readable book 'catches the tail of the tiger' that it sets out to snare. Traversing academic analysis with sector-specific statistics and strategy, the reader is skilfully guided through an emerging online distribution world that helps inform and stimulate both the student and practitioner. Admirable." - Angus Finney, author of *The international Film Business*.

#### About the Author

Author Stuart Cunningham: Stuart Cunningham is Distinguished Professor of Media and Communications, Queensland University of Technology, Australia, and Director of the Australian Research Council Centre of Excellence for Creative Industries and Innovation. He is one of Australia's most prominent media scholars. His recent work includes *Hidden innovation: Policy, Industry and the Creative Sector* (2013); *Digital disruption: Cinema Moves Online* (edited, with Dina Iordanova, 2012); and *Key Concepts in Creative Industries* (with John Hartley, Jason Potts, Terry Flew, John Banks, and Michael Keane, 2013).

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