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Innovations in Publishing

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5/14/2019

Topic Report: Novels in the Entertainment Industry

When it comes to Hollywood or the entertainment industry in general, books or excellent writing is always the source behind a successful piece of entertainment. Often studios or networks will hire writers to produce a movie or television program from scratch; however, it has become clear in recent years that many of the most successful shows and films have come from already fully established books. There is a relatively simple explanation for this, and it involves a strategy of managing risk.

To put it merely a fully developed book with an already established fanbase will be almost always easier to promote and gain popularity on the big screen. Just look in recent years some of the most highly praised movies and television in the past ten years were taken and developed from the writing of fiction authors. The Martian, the Harry Potter series, Gone Girl are all recent examples of hugely successful movies produced from a book.

The resurgence and return to developing completed novels have in part been due to the changing technologies revolving around streaming services. The instantaneous ability for people to watch shows and follow along highly complex characters across multiple seasons is something that has allowed networks like HBO to flourish. Shows like Game of Thrones, developed from George R.R. Martin’s novels, seemingly the biggest show of all time, showcase the new ability to build and follow characters along with long, complicated stories.

No matter how one looks at it, books have been and continue to be the driving force behind the television and movie industry. A fully developed novel provides networks or streaming services with a cohesive story, developed fanbase, and a clear direction in which to proceed with the directorial process. Future television and movie providers will continue the trend of using novels to create entertainment, and rightly so.

Sources:

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