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Television Is The New Television: The Unexpected Triumph of Old Media in the Digital Age (Paperback)

By Michael Wolff

Penguin Putnam Inc, United States, 2017. Paperback. Condition: New. Reprint. Language: English. Brand new Book. "The closer the new media future gets, the further victory appears." --Michael Wolff This is a book about what happens when the smartest people in the room decide something is inevitable, and yet it doesn't come to pass. What happens when omens have been misread, tea leaves misinterpreted, gurus embarrassed? Twenty years after the Netscape IPO, ten years after the birth of YouTube, and five years after the first iPad, the Internet has still not destroyed the giants of old media. CBS, News Corp, Disney, Comcast, Time Warner, and their peers are still alive, kicking, and making big bucks. The New York Times still earns far more from print ads than from digital ads. Super Bowl commercials are more valuable than ever. Banner ad space on Yahoo can be bought for a relative pittance. Sure, the darlings of new media--Buzzfeed, HuffPo, Politico, and many more--keep attracting ever more traffic, in some cases truly phenomenal traffic. But as Michael Wolff shows in this fascinating and sure-to-be-controversial book, their buzz and venture financing rounds are based on assumptions that were wrong from the start, and become more...

Reviews

Extensive guide! Its such a excellent read. This can be for anyone who statte that there was not a worth looking at. I am just effortlessly will get a satisfaction of looking at a written publication.

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This book will not be effortless to start on reading through but very exciting to learn. It is amongst the most remarkable book i have got go through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Dr. Easton Collier DVM**