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YouTubers Chris Stokel-Walker, 2019-05-02 Two billion people now watch YouTube Yet stars such as KSI and PewDiePie mystify many What is the secret of their appeal How do they cope with being in front of the lens And who is behind their success Chris Stokel Walker has spoken to more than 100 insiders for this the first independent in depth book on YouTube He charts its rise from single home video to global boom industry while getting the facts on brand deals burnout and authenticity Delve into the real lives of YouTubers discover their true impact on society and see the future of social media

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All You Need to Know About the Music Business Donald S. Passman, 2013-11-05 The definitive essential guide to the music industry now in its eighth edition revised and updated with crucial information on the industry's major changes in response to rapid technological advances and economic uncertainty For the first time ever the guide also includes advice on the Canadian music scene from entertainment lawyer Chip Sutherland The past two decades have seen file sharing technology and digital streaming services transform the music business across the continent and the changes keep coming at breakneck speed How are record labels adapting to the demand for instantly accessible low cost music while coping with piracy How can Canadian musicians break into the global market And what does it all mean for aspiring and established

artists today Donald Passman one of the most trusted music lawyers in the United States offers his sage advice for creating, selling, sharing and protecting your music in the Information Age in this updated Canadian edition of *All You Need to Know About the Music Business*. And now Canadian musicians have a voice of their own as Chip Sutherland one of Canada's most distinguished entertainment lawyers offers insight into the industry trends and particulars of the Great White North. Executives and artists, experts and novices alike will benefit from these detailed yet easy to understand explanations of the latest technologies, legalities and practices shaping the music business such as Royalties for music transmitted via digital downloads, streaming services, cloud lockers and apps. Updated licensing regulations and industry agreements. Selecting and hiring a winning team of advisors, personal and business managers, agents and attorneys and structuring their commissions, percentages and fees in a way that will protect you and maximize these relationships. Mastering the major and the finer points of contract negotiations. In a bonus Canadian content section at the end of each chapter they give guidance on the basics such as how to Navigate the Canadian marketplace and the transition to a global presence. Find Canadian financial grants and bursaries. Understand regulations governing Canadian content development. Recognize the unique features of Canadian deal structures. Maximize concert touring and merchandising agreements in Canadian and American market places. Anyone interested in making and marketing music musicians, songwriters, agents, promoters, publishers, managers and record company executives needs this crucial text to keep up with the frenetic pace of technological and legal change. No one understands the music business on both sides of the border better than Passman and Sutherland. Let them show you how to make it in one of the world's most dynamic and challenging industries.

Media and Society James Curran, David Hesmondhalgh, 2019-05-16

Media and Society is an established textbook popular worldwide for its insightful and accessible essays from leading international academics on the most pertinent issues in the media field today. With this updated edition, David Hesmondhalgh joins James Curran and a team of leading international scholars to speak to current issues relating to media and gender, media and democracy, sociology of news, the global internet, the political impact of the media, popular culture, the effects of digitisation on media industries, media and emotion and other vital topics. The media are in a state of ferment and are undergoing far-reaching change. The sixth edition tries to make sense of the media's transformation and its wider implications. Purely descriptive accounts date fast so the emphasis has been on identifying the central issues and problems arising from media change and on evaluating its wider consequences. What is judged to be the staple elements of the field has evolved over time as well as becoming more international in orientation. Yet the overriding aim of the book to be useful to students has remained constant. This text is an essential resource for all media communication and film studies students who want to broaden their knowledge and understanding of how the media operates and affects society across the globe.

The Essential Guide to the Business & Law of Esports & Professional Video Gaming Justin M Jacobson, 2021-02-19

As esports has grown the need for professional legal representation has grown with it. Justin's Essential

Guide to the Business Law of Esports Professional Video Gaming provides a great baseline and will help prevent the legal horror stories of esports in the past Mitch Reames AdWeek and Esports Insider Justin s exploration of the business and law side of the esports sector fills a gap of knowledge that is an absolute necessity in truly understanding the esports space Kevin Hitt The Esports Observer The Essential Guide to the Business Law of Esports Professional Video Gaming covers everything you need to know about the past present and future of esports and professional video gaming The book is written by one of the foremost attorneys and business practitioners in today s esports and professional gaming scene Justin M Jacobson Esq This guide is meant to provide you with an in depth look at the business and legal matters associated with the esports world Includes coverage of the stakeholders in the esports business ecosystem including the talent the teams the publishers and the event organizers Explores various legal fields involved with esports including intellectual property employment and player unions business investments and tax write offs immigration and visas event operation tips social media and on stream promotions and much more The most current book on the market with actual contract provisions modeled on existing major esports player coach shoutcaster and sponsorship agreements About the Author Justin M Jacobson Esq is an entertainment and esports attorney located in New York City For the last decade he has worked with professional athletes musicians producers DJs record labels fashion designers as well as professional gamers streamers coaches on air talent and esports organizations He assists these creative individuals with their contract copyright trademark immigration tax and related business marketing and legal issues He is a frequent contributor to many industry publications and has been featured on a variety of entertainment music and esports publications and podcasts including Business Insider The Esports Observer Esports Insider Tunecore and Sport Techie Justin has positioned himself as a top esports business professional working with talent in a variety of franchise leagues including the Overwatch League Overwatch Contenders and Call of Duty Pro League as well as in many popular competitive titles such as Fortnite CS GO Gears of War Halo Super Smash Brothers Rainbow 6 PUBG Madden and FIFA and mobile games such as Brawlhalla Clash of Clans and Call of Duty mobile Previously he worked with various esports talent agencies as well as in an official capacity on behalf of several esports teams and brands

Searcher ,2007 *Billboard* ,2006-09-30 In its 114th year Billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends

Intellectual Property Law and Policy Volume 10 Hugh Hansen,2008-03-26 This 15th volume analyzes pressing issues in copyright trademark and patent law as seen from the perspectives of the USA the EU Asia and WIPO **Mediaweek** ,2009 *Internet Law* Jonathan D. Hart,2008 *Newsweek* Raymond Moley, Samuel Thurston Williamson, Malcolm Muir, Rex Smith, Joseph Becker Phillips,2009 **Analysis of Terms Which Contribute to the Success of YouTube Trend Videos** Robert Komorowsky, Thomas Blanck,2018-08-27 Scientific Essay from the year 2018 in the subject Computer Science

Commercial Information Technology grade 2 7 University of Applied Sciences Aalen course Applied Analytics language English abstract This study covers the influence of positive and negative titles of YouTube videos on user behavior regarding views likes dislikes and comments For this purpose daily records of the top trending YouTube videos in Germany were analyzed It was found that positive terms have positive influence on liking and viewing trend videos Negative terms have influence on disliking and commenting Furthermore it was examined which words were used most frequently in successful and not so successful trend videos This study shows that YouTube is being utilized for the consumption of entertainment series music videos and sports content In addition videos with Turkish titles make up a significant part of the best placed YouTube videos in Germany These results were obtained via chi squared tests and word clouds *Broadcasting & Cable* ,2009-05 **Bringing Nothing to the Party** Paul Carr,2008 **E-commerce** Kenneth C. Laudon,Carol Guercio

Traver,2009 For the undergraduate and graduate e commerce course in any business discipline This comprehensive market leading text emphasizes the three major driving forces behind e commerce to provide a coherent conceptual framework for understanding the field technology change business development and social issues *The Wall Street Journal* ,2009

Bloomberg Markets ,2007 *Pop!* Daniel Gross,2009-10-13 Bubbles from hot stocks in the 1920s to hot stocks in the 1990s are much lamented features of contemporary economic life Time and again American investors seduced by the lures of quick money new technologies and excessive optimism have shown a tendency to get carried away Time and again they have appeared foolish when the bubble burst The history of finance is filled with tragic tales of shattered dreams bankruptcies and bitter recriminations But what if the I told you so lectures about bubbles tell only half the story What if bubbles accomplish something that can only be seen in retrospect What if the frenzy of irrational economic enthusiasm lays the groundwork for sober minded opportunities growth and innovation Could it be that bubbles wind up being a competitive advantage for the bubble prone U S economy In this entertaining and fast paced book you ll laugh as much as you cry Daniel Gross convincingly argues that every bubble has a golden lining From the 19th century mania for the telegraph to the current craze in alternative energy from railroads to real estate Gross takes us on a whirlwind tour of reckless investors and pie in the sky promoters detailing the mania they created but also the lasting good they left behind In one of the great ironies of history Gross shows how the bubbles once generally seen as disastrous have actually helped build the commercial infrastructures that have jump started American growth If there is a secret to the perennial resilience and exuberance of the American economy Gross may just have found it in our peculiar capacity to blow financial bubbles and successfully clean up the mess

The Economist ,2008

Youtube Deal Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Youtube Deal**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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