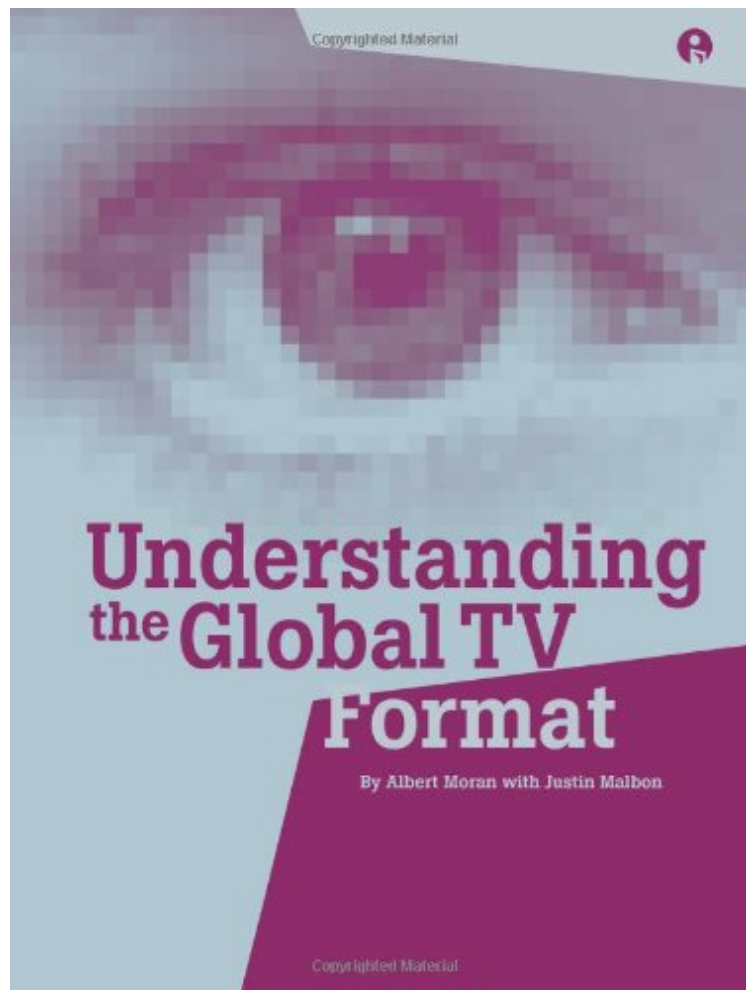


[Read and download] Understanding the Global TV Format (Intellect Books - Readings in Art and Design Education)

## Understanding the Global TV Format (Intellect Books - Readings in Art and Design Education)

*Albert Moran, Justin Malbon*

*ebooks | Download PDF | \*ePub | DOC | audiobook*



[Download](#)

[Read Online](#)

#2892581 in Books Intellect Ltd 2006-07-01 Original language: English PDF # 1 9.00 x .50 x 6.751, .80 #File Name: 1841501328256 pages | File size: 78.Mb

**Albert Moran, Justin Malbon : Understanding the Global TV Format (Intellect Books - Readings in Art and Design Education)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding the Global TV Format (Intellect Books - Readings in Art and Design Education):

Recent years have seen an astonishing growth in the adaptation of program formats in television systems across the world. Under the new market conditions of the multi-channel cluster brought about by new technologies and increased privatization of service, the adaptation of successful and popular TV formats from one place to another is occurring on

an increasingly regular basis. Hence, the remaking of different national versions of Big Brother and Pop Idol are only part of what is going on. In fact, from Chinese versions of Coronation Street and Sex and the City, Indian and Indonesian remakes of Who Wants To Be A Millionaire?, program clones of Ground Force and other make-over and renovation shows across Europe and the UK, the present is the era of the global TV format. But what exactly is a format? After all, programs have been copied and imitated since the beginnings of broadcasting. In this, the first book in the English language to systematically deal with the subject, Albert Moran and Justin Malbon provide a valuable guide to the institutional, cultural and legal dimensions of the format. Now widely referred to although equally often misunderstood, the TV format is a commodity of production, finance, distribution, broadcasting and marketing knowledges, that is facilitating the international reconfiguration of program making. Understanding the Global TV Format thus addresses the different stages and issues of the business. It tracks the steps whereby formats are devised, developed and distributed. Major companies are profiled as are the international markets and festivals at which trade occurs. However, there is also a great deal of piracy taking place so that the book is concerned with the control and regulation of format remaking. Legal protection is often both the first and last recourse of parties and the authors examine the relevance of laws relating to such matters as copyright and contract.

About the Author Albert Moran is professor in screen studies in the School of Humanities at Griffith University.