

Books press release

INTERNATIONAL SCREEN INDUSTRIES SERIES



Video and DVD Industries

Paul McDonald

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Video and DVD Industries examines the international business of video entertainment and is the first study to look at DVD from an industrial perspective.

When the videocassette recorder was launched on the consumer market in the mid-1970s, it transformed home entertainment, creating a new sector of media business.

Two decades later, DVD reinvented video media for the digital age, and became the catalyst for a huge boom in the video market. Although the VCR and DVD created major markets for video hardware and software, the video business has been continually shaped by industry conflicts and tensions. Repeatedly the video market has become divided when faced with the introduction of competing formats. Easy reproduction of films and other works on cassette or disc made video software a lucrative market for the copyright industries but also intensified struggles against commercial piracy.

Paul McDonald's comprehensive and authoritative study examines:

- Industry battles over incompatible formats, from the Betamax/VHS war, to competing laserdisc systems, alternatives such as video compact disc or Digital Video Express, and the introduction of HDDVD and Blu-ray high-definition systems.
- The formation of international markets in video media.
- The contradictory responses of the Hollywood studios to video and DVD.
- Legal and technological measures taken to control video piracy.

About the author

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