

The "Producers"

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A Producer Generally...

- Creates a **product**
- Using **tools**
- To be distributed through **channels**
- To **consumers** of the product



The types of **products** I
would like to focus
upon...

- ① Information
- ① Media

Historic Norms



The **tools**
needed to
produce
information
and media CAN
be relatively
simple and
attainable.



Yet producing in
a format
accessible to
many requires
more
sophisticated
tools...

...tools that only networks,
publishers, and studios could
afford.



Distribution **channels** for
information and media
products were limited
and centrally controlled.

- Painters whose work was not selected for the display at the Salon in Paris were doomed.
- Only recognised “experts” were selected to author reference materials.
- Music only distributed widely if musician got “signed” by a music label. Costly professional recording studios required.
- News was only widely distributed if it was reported on by a print publisher, or radio/TV network.
- Television/Movie entertainment was produced only at major studios w/ large budgets.

- Authors of short stories and novels had to have an agent and get through to a publisher.
- Reviews of literature, entertainment, and consumer products most often only available through trade publications and other corporate media outlets.
- Editorial opinion constrained to a few pages of a news magazine or the back two pages of a newspaper section.
- Your “voice” could only be heard if you were hired by a limited number of increasingly automated radio stations.

Other Examples of
Constrained/Controlled
Channels?

Disruption to the
Historical Norm (#1):
Sophisticated **Tools** Now
Available to Many Rather
Than Few



iPhoto



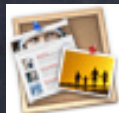
iMovie HD



iDVD



GarageBand



Introducing
iWeb



Disruption to the
Historical Norm (#2):
New Distribution
Channels Are Bypassing
Old Constraints



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In the [colorful reflection](#) we have what is [life](#). - J.W. v. Goethe

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The Onion
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Jack Black
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Jamie Mottram's

Favorite Blogs

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Kim Dae-jung to Visit N. Korea in June

What gifts will he bring and get?

Current confrontations between North Korea and the U.S. are grave. It would be unrealistic to expect as dramatic a result from Kim Dae-jung's visit as the resolution... (Kim Tae Kyung)



↳ Ex-President to Make 2nd NK Trip

Kashmir Blast Threatens Tourists

7 Indian tourists among 16 injured; BJP routed in Kashmir by-elections

Pahalgam, at the confluence of the streams flowing from the river Lidder and Shehnag Lake in the Kashmir Himalayas, like other resorts across the region has received a record number of Indian and fore... (Yusuf Jameel)

Listening to History's Survivors

'Comfort Women' forgotten in the fuss over Dokdo?

These stories are leverage in the fight for legal recognition from the Japanese government. But these are also the last stories of women whose days were spent as fuel for an imperial war machine...



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