



The Business of TV Production

Craig Collie

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Television is the dominant mass medium of the current era. Its lifeblood in whatever form it takes is content - the programs it broadcasts to the public. This book is an insider's view of the business of production of TV programs, for university-level courses and for those in the industry wanting to upgrade their skills. It is the story of the TV producer, and the leadership of creative people, the management of resources of production (including funding) and the guiding of the production process. Covering all genres of television - drama and comedy, documentary and current affairs, infotainment and reality TV - it goes step-by-step through the journey from program idea to program delivery and beyond.

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