



Entertainment Industry Economics: A Guide for Financial Analysis

Harold L. Vogel

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Each year Americans spend at least 120 billion hours and over \$150 billion on legal forms of entertainment. In this newly revised book, Harold Vogel, managing director and senior entertainment industry analyst at Cowen and Co. (and formerly at Merrill Lynch), examines the business economics of the major entertainment enterprises: movies and television programming, music, broadcasting, cable television, casino gambling and wagering, sports, performing arts, theme parks, and toys. The fourth edition adds a key chapter on publishing and the internet and integrates international dimensions of the broadcasting, cable, film, and music industries in particular. The result is a comprehensive, up-to-date reference guide to the economics, financing, production, and marketing of entertainment-related goods and services in the United States and overseas. The book brings together valuable data from a wide variety of sources to provide a detailed analysis of changes over time of each of the industry segments discussed. The book is unique in taking a fully integrated approach to the business of entertainment.



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