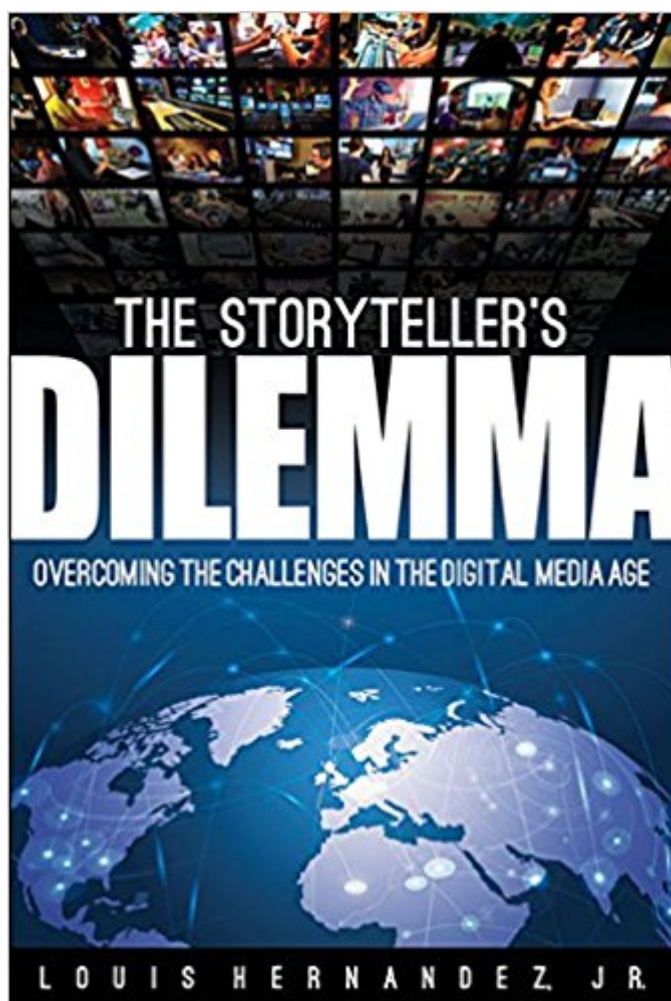The book was found

The Storyteller's Dilemma: Overcoming The Challenges In The Digital Media Age (Music Pro Guides)

Synopsis

(Book). Human beings are natural storytellers, and it's never been easier to access digital technologies that allow anyone, anywhere to share their story with the world. More stories are being produced and consumed now than at any other time in our species' history yet, for some reason, it's never been more difficult to cut it as a creative. Consumers are paying less (if anything) for all forms of entertainment, traditional media companies are tanking, and the advertising realm has been turned on its head. Although operating budgets have increased in every sector, storytellers are making less than ever before, as the lion's share of new revenues cyclically feed mechanisms for distribution and monetization. Our media landscape is, in short, unsustainable and in the midst of a crisis. What went wrong? How can we fix it? Although he presides over Avid, the leading provider of audio and video technology for creatives and media professionals, Louis Hernandez Jr. isn't your typical multinational CEO. In his two previous books, Too Small to Fail: How the Financial Industry Crisis Changed the World's Perceptions and Saving the American Dream: Main Street's Last Stand , he chartered his vision of an egalitarian America structured around the communities that compose its very foundation. He brings the same mindset the same notion of countless small actors with unlimited potential to the tumultuous world of media with his third book, The Storyteller's Dilemma: Overcoming the Challenges in the Digital Media Age . In The Storyteller's Dilemma , Hernandez puts forth another comprehensive vision for our future that aims to advantage all while disadvantaging none. This book is neither a diatribe against economic elites nor a postmortem analysis of the ills of digital distribution. Instead, it proposes a new approach with the potential to benefit all involved parties an approach that at once embraces the intensifying power of storytelling and eschews the notion that disruption and instability must greet an industry hand-in-hand. Rather than favoring any given group over another, Hernandez imagines a streamlined world of shared platforms and common standards that empower storytellers, developers, and deliverers alike. By dispensing of business models that have proved unviable in the digital age, we can turn higher profits while more equitably compensating creatives and creative endeavors. In today's networked world, the economics of storytelling matters to everybody. It's time we all got onboard.

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Customer Reviews

A compelling, informative, thoughtful and thought-provoking read from cover to cover . . . a seminal,
practical, and insightful work . . . especially recommended for personal, professional, community,
and academic library Contemporary Music Business collections and supplemental studies reading
lists. --Midwest Book Review

LOUIS HERNANDEZ, JR., (Miami Beach, FL) is the chairman, president, and CEO of Avid
Technology, a global leader in media technology. An award-winning entrepreneur and author, he
has founded, invested in, and advised government and business organizations of all sizes on
strategy, execution, technology, and leadership. Louis is a passionate supporter of the power of a
storyteller's impact on the global community.

The CEO of Avid Technologies, Louis Hernandez, Jr., wrote a book about the current media
landscape called The Storyteller's Dilemma. The spirit of the storyteller is communicated very well in
the first two chapters of his book. Hernandez, Jr. clearly has a lot of firsthand experience to
understand what makes the behind-the-scenes craftsman tick:"From my perspective, most people
on the creative side don't talk about "success." The speak instead of connecting with others, telling
the best story, sharing experiences, honing their craft, finding the truth, delighting the audience,
exciting the senses, and being heard."And:"Video editors, music mixers, gaming developers, and
news producers are more concerned with telling the best story possible, one that captures the
essence of the message, stirs the soul, and inspires the imagination. And for many behind the
scenes, the glamour aspect doesn't come into play at all."I felt deep gratitude reading those words,
because they reminded me of what I love about the industry and why I've worked so hard to get into

it in the first place.But the best way to evaluate this book is as an extended, and more articulated, version of Avid Technologies's vision for Avid Everywhere. (For an excellent summary of Avid Everywhere I highly recommend this post at digitalfilms)The essence of Hernandez, Jr.'s book is that businesses are spending too much money on monetization (his catch-all term for the 'business' end of the media industry) and not enough money on content creation. Creating a common production platform, "the core common technologies that are shared by all parts of the media industry - metadata standards, file formats, conversion, indexing, resolution, adaptability, optimization processes, and the like," would free up businesses to focus on their differentiators.... a platform should encompass the core common technologies that are shared by all parts of the media industry ... These are the very things that add cost and complexity to current workflows, but which do not allow companies or artists to differentiate themselves. They are not a source of competitive advantage.The idea is sound in theory. As a post-production supervisor, a significant portion of my time is spent coordinating file conversions and file transport. For example; transcode file X to h.264, rename it according to the digital media team's naming convention, and upload via Wire Drive. Or another; transcode file Y to ProRes, rename it according to the promo department's naming convention, and upload via Aspera.This is just the tip of the iceberg. Managing these tasks are tedious and seem like the very thing computers were meant to eliminate. A common production platform; i.e., a way for separate departments to tap into the same pool of footage and pull what they want without intervention would be a dream. But in practice the common production platform leaves endless implementation questions and more importantly: how is this a Storyteller's dilemma?When you look at their own vision for Avid Everywhere, you see Avid identify their four customers: "Major motion picture studio, Multinational news organization, Local TV news station, Television network". None of these are the artisans celebrated in the first part of Hernandez, Jr.'s book.Ultimately, The Storyteller's Dilemma is a call-to-arms for media business owners to realize that "what's dominating the conversation is the cost of doing business in a digital age, not the actual stories that the companies are in the business of selling." That Avid Technologies's sells the infrastructure that is as close to the media industry's lingua franca does not diminish Hernandez, Jr.'s thesis.

This book is a must read if you are in the media or technology sectors. Louis Hernandez Jr has done a fine job in providing a real world perspective of how those in the media space should perceive the current environment. I was able to finish the book in one weekend and it was very informative. The commentary from media professionals provided an additional narrative which I

appreciated. I recommend this book.

A must read for anyone in the media and entertainment industry. An excellent analysis of how technology is affecting the business models in the industry and everyone involved in the media value chain.

An excellent read that provides an insightful analysis of how the media and entertainment industries are changing with the rapid advancement of technology. It discusses the unintended consequences from this advancement, while providing a vision of the future and how to overcome these challenges. The numerous sidebars from external contributors give credence to the analysis and solution provided.

Media is a huge part of my everyday life and I could not live without it, this is a must read for anyone who feels the same. I have never had such a clear sense of the current media landscape, it's trials and tribulations, and what I can do to help an industry that I love.

As a major consumer of media I found this book to be very interesting. I learned a lot. I didnâ Â ™t realize how much I could still learn about this industry.

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