

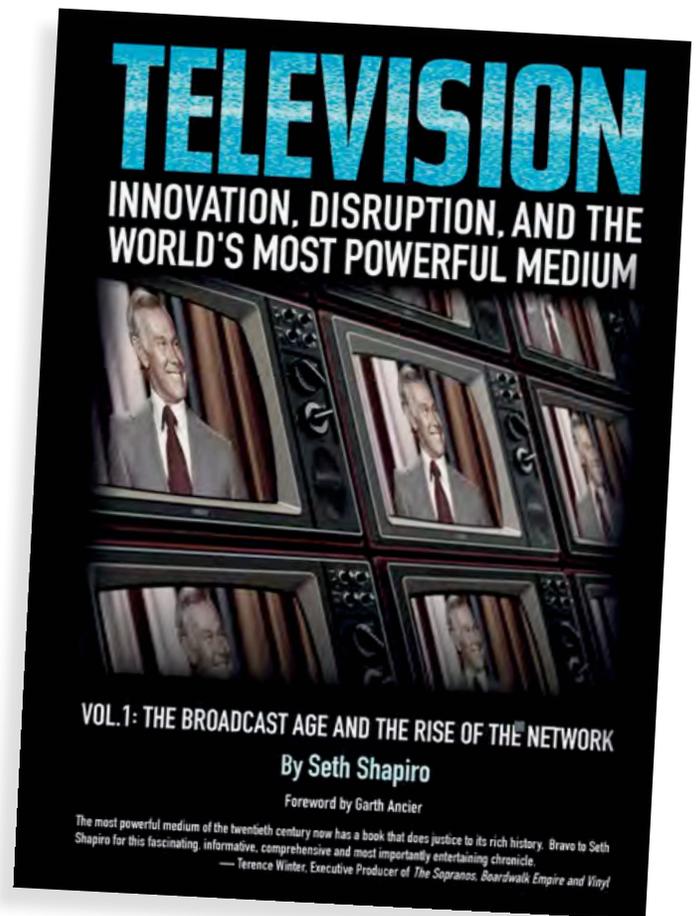
# TELEVISION INNOVATION DISRUPTION AND THE WORLD'S MOST POWERFUL MEDIUM

VOLUME 1  
by Seth Shapiro

**TELEVISION: Volume 1** is the definitive story of the birth and **rise of television**. It chronicles the ongoing evolution of the medium – and its unique integration of business, technology and art – into one seamless, fascinating narrative.

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- What caused the **inventor of FM radio** to jump out of a window to his death?
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- How did **Star Trek** create the first fan culture movement?
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- What made **Norman Lear** the most influential TV comedy producer ever?
- How did **Lucille Ball** go from a washed-up B movie actress to a multi-millionaire Hollywood studio mogul?
- What makes **Louis C.K.** the Jackie Gleason of the digital age?

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**Two-time Emmy® Award winner Seth Shapiro** is a leading advisor in business innovation, media and technology. He has worked with many of the most innovative players in the world, including Disney, Comcast, DIRECTV, Intel, IPG, NBC, Showtime, RTL, Telstra, Universal, Slamdance Studios, Goldman Sachs, government bodies, NGOs and a wide range of new ventures around the world. Shapiro is an Adjunct Professor at the USC School of Cinematic Arts, a Governor of the Television Academy, and a member of its Executive Committee. He has served as a frequent Expert Witness, including before the FCC, and has been quoted in outlets including The Economist, The New York Times, The LA Times, CNBC, The Boston Globe, Bloomberg, The Associated Press, PBS and The Daily Mail UK. As Head of Production at DIRECTV Advanced Services, he launched over 25 services, including TiVo by DIRECTV, the world’s first major DVR platform. “TELEVISION: Volume 1” is the first of a series that will cover broadcast, cable, online video, Over the Top services, and virtual and augmented reality. Shapiro sits on the Annenberg Research Council and the Producer Guild’s New Media Council. He is a Magna cum Laude graduate of New York University and was Adelbert Alumni Scholar at Case Western Reserve University.

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