



Futuretainment: Yesterday the World Changed, Now It's Your Turn

Mike Walsh

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Over recent years seismic changes have taken place in the structure and direction of the media and entertainment industries. Since the launch of the first commercial web browser, to the advent of broadband, digital downloads and online virtual worlds, patterns of consumer behavior have adapted and evolved enormously, embracing new opportunities and having an indelible impact upon the commercial nature of media.

Mike Walsh has been at the heart of this consumer revolution from its beginning and has been helping some of the world's leading companies and brands embrace new ideas for the past decade. The 23 insights in *Futuretainment* reveal how the rise of the Internet, mobile devices, social networking, audience networks, user generated content, ubiquitous networks and the 'adaptive web', amongst other advances, has affected the worlds of media and entertainment forever.

Futuretainment is a dynamic visual handbook offering an accessible approach to this complex and evolving subject. It is a must-read for any individual or business that wants to understand how to maximize their position in this new era.

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