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March 30th 2010: Special Encore Presentation: "The Business of Entertainment and Modern Filmmaking"

In this program the entertainment industry is focused and identified as an industry in a state of change. The dynamics of the world of film and television entertainment are shifting with implications on areas including distribution and legal frameworks. Technological advancement seen in films such as the latest epic Avatar are discussed in gaining better visibility of those changes expected for both industry and audience. By looking back over a long and distinguished career, a journey unravels that illustrates the changing scene in entertainment delivery across diverse media platforms.



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