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Inside Hbo: The Billion Dollar War Between Hbo, Hollywood, and the Home Video Revolution

George Mair

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before purchasing it in order to gage whether or not it would be worth my time, and all praised Inside Hbo: The Billion Dollar War Between Hbo, Hollywood, and the Home Video Revolution:

The Billion Dollar War Between Hbo, Hollywood, and the Home Video Revolution

From Library JournalMair, who once worked for HBO, is familiar with all the ins and outs of a complex business story involving hope, money, and confusion. The book is chock full of facts and statistics, from the cost per mile of stringing cable to the number of times a cable subscriber could have seen Rocky II in 1980 and 1981 (44 times). Mair covers "The Early Years," "The Golden Years," " Cable TV Issues and HBO," and parent company "Time Inc.'s Time of Troubles." There's not much here that a follower of the industry won't already know, but it's all in one place, reading like a series of TV Guide articles. For informed readers and specialists.Daniel Levinson, Thayer Academy, Braintree, Mass.Copyright 1988 Reed Business Information, Inc.