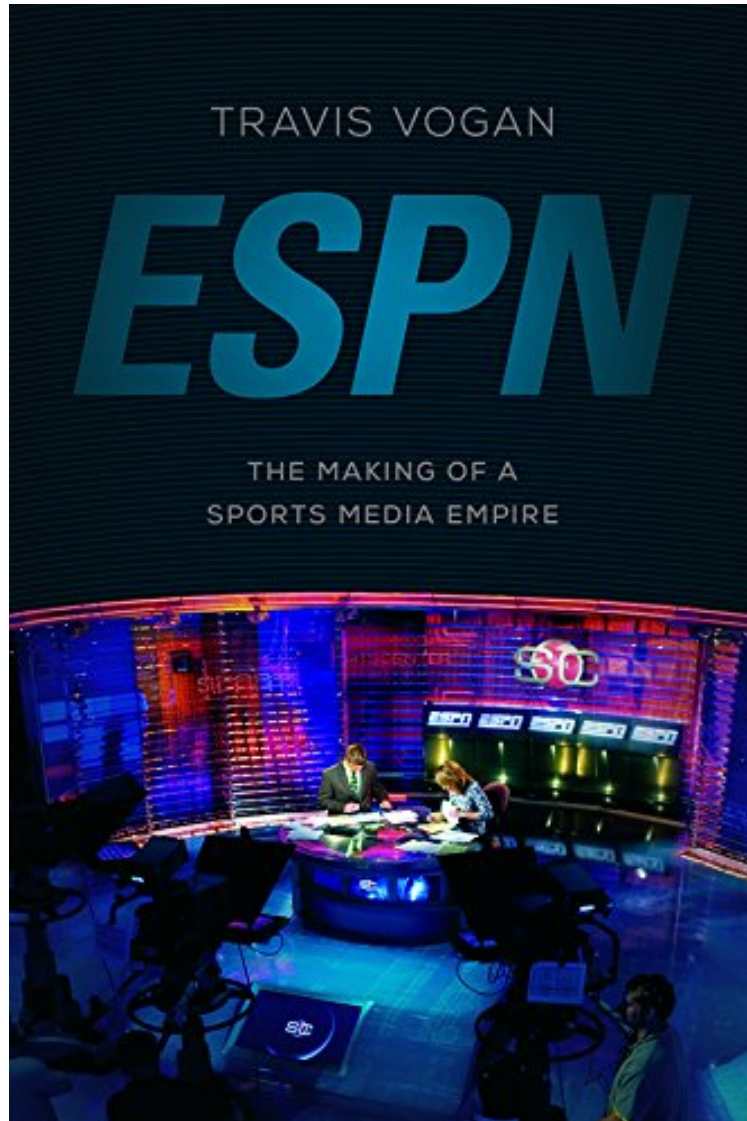


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ESPN: The Making of a Sports Media Empire

Travis Vogan

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Travis Vogan : ESPN: The Making of a Sports Media Empire before purchasing it in order to gage whether or not it would be worth my time, and all praised ESPN: The Making of a Sports Media Empire:

0 of 0 people found the following review helpful. Five StarsBy tricia curtisAs expected0 of 0 people found the following review helpful. short book but with very good insightsBy IronGasparThis is a very short book but with very good insights into the evolution of: the Cable industry, the sports TV and broadcasting and of course ESPN central role in all this.If you are interested in startups, entrepreneurship and keeping up afloat of new disruptive technologies, then this book can give you some idea of why sometimes they lose money or don't have earnings despite their high revenues and great future prospects. This quote form the book comes to mind:ldquo;Gentlemen, I would like to equate

ESPN with an oil well," he would say. "Seismic indicated there was a reservoir, and we determined that was true. Experience has shown that the reservoir is there and is a hell of a lot bigger than we originally thought. Unfortunately, it is also deeper than we thought. So I need more pipe." It is also a book about creating, managing and maintaining a brand.³ of 4 people found the following review helpful. Better than expected By DarrenIngram_dot_com At first you might be forgiven for thinking that this book is a little too specialised, targeting a niche of a niche as it were, yet strangely the tale of the creation and expansion of an American sports television channel is rather fascinating, managing to serve several audiences at the same time. Unless you are particularly interested in sports programming or the broadcast television industry, ESPN might not mean so much to you; especially the further you are away from the United States. Yet this company has grown and probably exceeded the wildest dreams of its founders and there is a good chance that you could have seen some ESPN output and didn't know it. If you are focussed on the broadcast industry you have one great story, if you are more interested in business start-ups and development here is another. If you are a generalist there's a good story to tell, and the professional or academic can take other things out of this for their own particular needs. Dependent on your interest, you may skip a few pages here and there, yet overall you still are given an interesting, credible and powerful read. Whilst the trials and tribulations of "the early days" are satisfactorily covered, the book particularly focuses on the post-1998 activities of the company as it branched out to become a multi-country, multi-platform and multi-output behemoth. Some attempts at diversification failed; yet you can still learn from the mistakes of others. Rather a lot has worked though! Some of the anecdotes placed in the book really made it shine, even if it was not the intention. Something simple as this quotation of an event straight after the channel's launch in 1979: "the Washington Post's Jane Leavy asked the new outlet's president, Chet Simmons, how he thought the public would respond to an all-sports cable TV network. "I guess we'll have to have a battery of divorce lawyers standing by to handle all the cases," Simmons quipped. "Did you ever think that a television network would be named as a co-respondent in a divorce action?" Three years later, a woman in Austin, Texas, actually did name ESPN in her divorce suit. She claimed it ruined her marriage by offering her apparently addicted husband too much sports coverage." Simple; and still new to this reviewer who spent nearly a decade covering the European satellite and cable television industry. Or harmless, such as this quoted factoid: "On January 26, 2000, Alisha and Chad Blondeel of Newaygo, Michigan, named their newborn son Espen — a tribute to Chad's favorite TV channel." (In 2004 as part of the channel's 25th anniversary, they had a report featuring eleven children who had been called Espen or Espn, all since the channel's launch.) For those who care about such things, this book also features a comprehensive index and very extensive bibliography for further reading and source checking. This was a surprising find; the book appears to be a lot more attractive and desirable than one originally expected. It was an enjoyable read, even to somebody who cannot abide televised sports. Look past the sport towards the organisation and here, for this reviewer, was the best story.

Once a shoestring operation built on plywood sets and Australian rules football, ESPN has evolved into a media colossus. A genius for cross-promotion and its near-mystical rapport with its viewers empower the network to set agendas and create superstars, to curate sports history even as it mainstreams the latest cultural trends. Travis Vogan teams archival research and interviews with an all-star cast to pen the definitive account of how ESPN turned X's and O's into billions of \$\$\$\$. Vogan's institutional and cultural history focuses on the network since 1998, the year it launched a high-motor effort to craft its brand and grow audiences across media platforms. As he shows, innovative properties like SportsCentury, ESPN The Magazine, and 30 for 30 built the network's cultural cache. This credibility, in turn, propelled ESPN's transformation into an entity that lapped its run-of-the-mill competitors and helped fulfill its self-proclaimed status as the "Worldwide Leader in Sports." Ambitious and long overdue, ESPN: The Making of a Sports Media Empire offers an inside look at how the network changed an industry and reshaped the very way we live as sports fans.

"Vogan's research provides him with ample fodder to engross readers with stories and insights into the world behind their notable shows. . . . Sports fans will enjoy this well-researched and fascinating look at how ESPN has impacted both television and the viewing habits of millions of watchers." --Library Journal "In this fascinating history, journalism professor Vogan imbues the network's nascent struggles with a sense of adventure. . . . Sports fans, especially those of the couch-potato variety, will find this account of the life of a TV network as enjoyable as most star biographies." --Booklist