



## Television Today and Tomorrow: It Wont Be What You Think

By Gene F. Jankowski

Oxford University Press, USA. Paperback. Condition: New. 256 pages. Dimensions: 8.0in. x 5.3in. x 0.5in. In recent years, the media has been awash in exuberant tales of the arrival of the information superhighway, when television will explode with exciting possibilities, offering some 500 channels as well as a marriage of TV and computer that will provide, on command, access to the latest movies, magazines, newspapers, books, sports events, stock exchange figures, your bank account, and much, much more. And the major TV networks, pundits add, will be doomed to extinction by this revolution in cable, computers, and fiber optics. But in *Television Today and Tomorrow*, Gene Jankowski--former President and Chairman of the CBS Broadcast Group--and David Fuchs--also a former top executive at CBS--tell a different story. They predict a bumpy road ahead for the information superhighway, and the major networks, they say, are abundantly healthy and will remain so well into the next century. The information superhighway, Jankowski and Fuchs admit, will dramatically increase the distribution channels, but it will have little impact on the amount of programming created--and this may spell disaster. The authors show how the networks began as a way to provide programs to local stations (who could..



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