



The Hollywood Economist 2.0: The Hidden Financial Reality Behind the Movies

By Edward Jay Epstein

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A fully revised edition of the popular guide to Hollywood finances, updated to reflect even newer films and trends

In a *Freakonomics*-meets-Hollywood saga, veteran investigative reporter Edward Jay Epstein goes undercover to explore Hollywood's "invisible money machine," probing the dazzlingly complicated finances behind the hits and flops, while he answers a surprisingly difficult question: How do the studios make their money?

We also learn:

- + **How and why the studios harvest silver from old film prints ...**
- + **Why stars do—or don't do—their own stunts ...**
- + **The future of Netflix:** Why the "next big thing" now seems in such deep trouble...
- + **What it costs to insure Nicole Kidman's right knee...**
- + **How Hollywood manipulates Wall Street:** including the story of the acquisition of MGM... wherein a consortium of banks and hedge funds lost some \$5 billion... while Hollywood made millions.
- + **Why Arnold Schwarzenegger is considered a contract genius...**
- + **The fate of serious fare:** How HBO, AMC, and Showtime have found ways to make money offer adult drama, while the Hollywood studios prefer to cater to teen audiences.
- + **Why *Lara Croft: Tomb Raider* is considered a "masterpiece" of financing**
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Editorial Review

Review

Praise for *The Hollywood Economist*

"The answer to [the] mysteries of modern-day film financing can be found in *The Hollywood Economist*, Edward Jay Epstein's latest foray into the seamy underbelly of Hollywood spreadsheets."

—*The Wall Street Journal*

"[A] terrific job.... There's fun to be had in knowing specifics, and Epstein? offers plenty."

—*Entertainment Weekly*

Praise for Edward Jay Epstein's *The Big Picture*

"A rich adventure that will change the way you look at movies."

—*BusinessWeek*

"Edward Jay Epstein is here to tell us that when it comes to Hollywood these days, we've got it all wrong."

—*The Washington Post Book World*

"One of the virtues of *The Big Picture* is Mr. Epstein's astonishing access to numbers that movie studios go to great lengths to keep secret....A groundbreaking work that explains the inner workings of the game."

—*The Wall Street Journal*

"Hollywood has needed one of these for a long time--a user's manual. This one could not be more complete....[Grade] A."

—*Entertainment Weekly*

"In his adroit charting of the confidence flow between the various entities and eras Mr. Epstein kicks up a lot of little surprises. . . Edward Jay Epstein is quite good."

—Larry McMurtry, *The New York Review of Books*

". . . [A] valuable education for those seeking to enter and understand the entertainment industry. . . . Factually impressive."

—Joel Hirschhorn, *Variety*

About the Author

Edward Jay Epstein, who wrote the "Hollywood Economist" column for *Slate*, is the author of *The Big Picture: Money and Power in Hollywood*, as well as many other books. He has written for the *Wall Street Journal*, *Vanity Fair*, *The New York Times Magazine*, and *The New Yorker*, and he lives in New York City. His website is edwardjayepstein.com

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