



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

—*Entertainment Weekly*

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

—*BusinessWeek*

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—*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*

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—*Entertainment Weekly*

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—*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](http://edwardjayepstein.com)

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