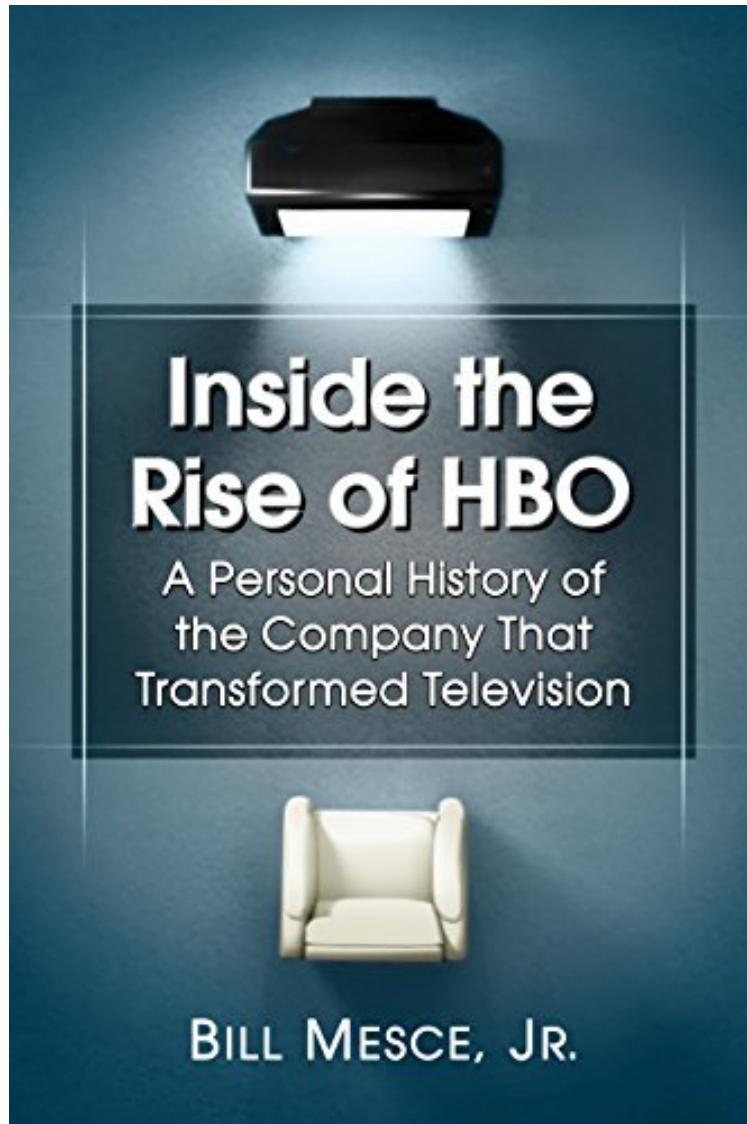


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## Inside the Rise of HBO: A Personal History of the Company That Transformed Television

*Bill Mesce Jr.*

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**Bill Mesce Jr. : Inside the Rise of HBO: A Personal History of the Company That Transformed Television** before purchasing it in order to gage whether or not it would be worth my time, and all praised Inside the Rise of HBO: A Personal History of the Company That Transformed Television:

0 of 0 people found the following review helpful. Excellent, compelling book from an author I hope to read more from in the futureBy Dana SaraviaWhat a great book!! This history of HBO from its inception to the company it's become in the mid 2010s is a remarkably interesting and thorough read from beginning to end. Bill Mesce, Jr gives much

insight from an insider's perspective as well as gives a quick rundown on the beginnings of cable TV itself so that anyone coming to the book that didn't know will get a brief background and people who pick up the book will get a quick reminder and may even learn a little extra. Mr. Mesce's writing style is inviting and makes the book read like a monologue from a friend. This not only made the book an involving and educational read, but a fun book as well. I couldn't put it down until I read the last page and gained a lot of knowledge about the workings, beginnings and growth of HBO throughout the years. Great book on very interesting subject matter. I've always wanted to read a book about the beginnings and early years of HBO in particular and this was very thorough and satisfying. I enjoyed it so much, I'll be looking for more of Mr. Mesce's books in the future too. 0 of 0 people found the following review helpful. Informative read By a2z Consumer Thorough history of the rise and dominance of HBO. Would love to read an updated version depicting the competition between Netflix, and FX. 1 of 2 people found the following review helpful. Missed opportunity By Manhattanguy Being that the author was billed as an "insider", I was really hoping to hear about the early days of HBO when operations were on a shoestring and it had to make due with filling the air with some oddball programming and various Marty Glickman negotiated sports packages, along with movies. Unfortunately the 1972-1977 period is largely glossed over without much more than a casual reference.

There are two ages in the history of television: before HBO and after HBO. Before the launch of Home Box Office in 1972, the industry had changed little since the birth of broadcast network television in the late 1940s. The arrival of the premium cable channel began a revolution in the business and programming of TV. For the generation that has grown up with the vast array of viewing choices available today, it is almost inconceivable that our ever-expanding media universe began with a few hours of unimpressive programming on a single cable channel. Written by an insider, this is the story of HBO's reconfiguration of television and the company's continual reinvention of itself in a competitive and dynamic industry.

"(Bill Mesce) has produced a very readable history of the network and the television landscape that created it... There are few books chronicling the network... so this personal account fills a need." -- LIBRARY JOURNAL "Drawing upon his twenty-seven years of experience working at HBO, Bill Mesce brings a very special expertise to laying out an informed and informative history of one of the most influential companies the entertainment industry in general, and the television industry in particular, has ever known. Exceptionally well written, organized and presented... a truly extraordinary corporate history and very highly recommended..." -- MIDWEST BOOK REVIEW "...Bill Mesce gives readers an insider's view of (HBO's) roots and ultimate revolution... it's a hoot to recall such ill-fated tries at 'original' programming as the footballs-and-tits sitcom 1ST AND TEN... the things I found MOST interesting are found in the appendices, in which Mesce shares the job details of those who select the movies to show and then put the schedule together like a 1,000 piece jigsaw puzzle." -- FLICK ATTACK/BOOKGASM "... (Bill Mesce's) unique perspective makes for the ideal coverage of events from an insider's perspective and makes for a powerful account of the advent, evolution, and golden age of paid television. No media collection should be without this thorough, detailed history." -- MBR Bookwatch About the Author Bill Mesce, Jr., spent 27 years at Home Box Office, working in various capacities in Corporate Communications. He is also a screenwriter and author. He lives in Linden, New Jersey.