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**The Business of Media Distribution:
Monetizing Film, TV ...**

Jeffrey C. Ulin has worked as a media
executive, attorney, lecturer, and
entrepreneur. Half of his 20+ years in
the film business have been at
Lucasfilm, where he headed worldwide
distribution for all markets (theatrical,
video, TV, online), managed sales for
Star Wars and Indiana Jones, and
oversaw the release of the last Star
Wars film made by George Lucas,

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